ESCC College Goals for 2014/2015
Including President's Management Goals
Dr. Linda Thomas-Glover, President

I. <u>Access</u>: **Increase the number of individuals who are educated and trained by Virginia's Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 85,000 individuals.**

Eastern Shore residents will be able to attend ESCC, whether physically or virtually, and find what they need to meet their educational needs.

	Objective/Strategy/Measure	Status
1	**Increase Enrollment from Underserved Populations** ESCC will increase enrollment in underserved populations by 2% over 2013-14 for credit and non-credit programs.	
2	**Educational Programs** ESCC will review and determine implementation strategies for Hospitality and UAV credentials if funded for Round four TAACCT funded. ESCC will also explore development of a CSC in applicable CTE area.	
3	**Virginia Education Wizard** ESCC will incorporate into the SDV course development of VEW account by all students without existing VEW accounts. ESCC will continue to review data on existing student profiles in the Virginia Education Wizard (VEW) and ensure that students served by Success Coaches utilize this as a tool to assist their cohorts with educational and vocational planning.	
4	**Establish and Implement Core Elements across all VCCS Coaching Services** **Implement Student Level Tracking of Career Coach Services** ESCC will establish and implement a plan to ensure that all Coaching participants receive services in each of the four key coaching elements of college and career transition: career assessment, career planning, financial aid, and college or career entry. ESCC will see a 10% increase in the percentages of participants in each program with who have completed all four services.	
5	**Expand Shared Distance Learning Model** ESCC will increase student enrollment by 5% and student success by 2%. ESCC will support faculty in consideration of becoming a course deliverer.	

II. <u>Affordability</u>: **Maintain tuition and fees at less than half of the comparable cost of attending Virginia's public four-year institutions, and increase the annual number of students who receive financial assistance and scholarships by 36,000.**

ESCC will be a viable, affordable choice for quality post-secondary education.

	Objective/Strategy/Measure	Status
6	**Increase Financial Aid Recipients** ESCC already has one of the highest percentages of curricular students applying for and receiving financial aid. This makes significant future gains more likely to be limited in size. Given this fact and this past year's slight downturn in enrollment, ESCC will hold steady in the number of students receiving aid over 2012-13. The ESCC Foundation has recently secured several new scholarships	

	Objective/Strategy/Measure	Status
	which tend to assist students of moderate income students.	
7	**Implement Rural Virginia Horseshoe Initiative at Seven Pilot Colleges and Establish Four-Year Success Benchmarks** In 2014/15, ESCC will determine baseline data for transition of GED completers into College level courses/programs. ESCC will also develop annual goals for measures and outcomes for enrolling 50 GED completers within four years. [If current data is at the level, ESCC will establish a plan for greater than 50 students annually].	
8	**Reduce Textbooks Cost** Reduce the cost of required textbooks and related course materials in 10% of all course sections offered in 2014-15. ESCC will provide a list of the course sections in which the cost of textbooks and related course materials were reduced, the method of reducing the cost, and the estimated cost savings for enrolled student in each course by May 15, 2015.	

III. Student Success: Triple the number of students graduating, transferring, or completing a workforce credential to 91,173 including tripling the success of students from underserved populations to 39,393.

ESCC will provide services to support all learners in achieving the goals they set for themselves; students will find an environment at ESCC that supports their educational goals.

	Objective/Strategy/Measure	Status
9	**Enhance Veterans Services** ESCC will submit monitoring report to the Chancellor by October 1, 2014.	
10	**Implement Student Services Initiatives** ESCC will have a full roll-out of the SAILS (Early Alert System) for all courses, effective with Fall 2014 Semester. Data will be complied and review to monitor student persistence and success.	
11	**Explore Emerging Learning Technologies** ESCC will develop new and evolving learning technologies and promote those that offer the greatest promise for effective teaching and learning and improved student success.	
12	**Improve College and Career Transition for Students in Training and Coaching Programs** ESCC will utilize standardized processes (state and college) for data collection, reporting, tracking, and validation of credential and employment outcomes of students in Perkins, high school, college success, and adult coaching programs. ESCC will meet college targets established for retention, credentials, and/or transition to employment for participants in these programs.	
13	**Student Success Reporting** ESCC will incorporate comprehensive reporting on a variety of student success measures aligned with *Achieve 2015-Take Two* and the Reengineering Task Force recommendations as a part of the ESCC FACT BOOK.	
14	**Update the VDOE/VCCS Dual Enrollment Plan** ESCC will have active representation at ASAC, Dual Enrollment Coordinators and	

	VDOE activities designed to review and revise current dual enrollment plan.	
15	**Increase Professional Development Opportunities to Enhance Faculty and Student Success** ESCC will support faculty development opportunities, including adjunct faculty and increase visibility of adjunct faculty development opportunities in all OPD-sponsored events in direct support of faculty professional development and evaluation goals and objectives.	

IV. <u>Workforce</u>: **Double the annual number of employers provided training and services to 10,000, with a particular focus on high-demand occupational fields.**

ESCC will be a major partner for economic and workforce development on the Shore; it will provide the educational support for local economic development.

	Objective/Strategy/Measure	Status
16	**Serve Employers Through College Courses, Programs, And Outreach** ESCC will increase the number of employers served through college credit and noncredit courses, customized training, layoff aversion, and other outreach efforts and report annually all their employer activities.	
17	**Implement Workforce Enterprise System** ESCC will monitor and report on status of multi-year implementation of initiative.	
18	**Increase the number of Students Completing and Businesses Recognizing Career Readiness Certificates.** ESCC will increase the number of individuals receiving and businesses recognizing the CRC by 3%.	

V. <u>Resources</u>: **Raise at least $550 million in cumulative gifts and grants to support the mission of Virginia's Community Colleges.**

ESCC will pursue funding, facilities and personnel that support the mission of the College.

	Objective/Strategy/Measure	Status
19	**Leverage Support from the Virginia Workforce System** ESCC will secure at least $18,000 to support Career Coaches.	
20	**Explore Planned Giving Opportunities** ESCC will work with VCCS Institutional Advancement staff to develop or expand planned giving programs at colleges.	
21	**Increase Revenues Generated By Workforce Development Services** ESCC WDS will generate a minimum of $28,000 dollars in revenues in excess of covering the direct costs in delivering workforce development services.	

VI. <u>Management</u>:

	Objective/Strategy/Measure	Status
22	**Implement process for development of new ESCC Strategic Plan**	

	ESCC will complete the planning phase for development of new college Strategic Plan	
23	**Enhance Institutional Effectiveness** ESCC will implement and monitor progress on institutional effective procedures as outlined in the ESCC Planning Manual. ESCC will continue to implement strategies to demonstrate coordination of planning and budget processes as required for accreditation standards.	
24	**Performance Funding Initiation** Initiate performance funding model. All presidents will develop plans to strengthen student success during presidential evaluations in July. Plans will be submitted to the Chancellor by September 1, 2014. Outcomes of first year efforts will be submitted by June 30, 2015.	
25	**Improve Efficiencies In Administrative Services** ESCC will develop and initiate a plan to implement best opportunities to improve efficiencies in administrative services based on the Benchmarking Study / Opportunity Assessment Project.	
26	**Continue Emergency Preparedness Initiatives** Emergency Prep will assist with information sessions on ESCC's Emergency Operations Plan. Determine intake process for maximizing efficiencies in assisting students in non-academic crisis.	
27	**Begin planning stages for replacement of academic/administration building** ESCC will work in concert with VCCS staff and architect on planning phase for replacement building.	
28	**Implement Diversity Recruitment Plans** Implement appropriate recommendations from the diversity taskforce.	
29	**Maintain Community Leadership** by involvement with: Chamber of Commerce Onancock Rotary Achieve Project Wallops Research Park Leadership Council Virginia Space Flight Academy Riverside Shore Memorial Hospital BB&T Bank	
30	**Maintain Professional Development** Trustee SACS-COC Attendance at SACS Annual Meeting in June and December. Serve as Board Member for Southern Association of Community, Junior and Technical Colleges (SACJTC). Successfully Chair SACSCOC Reaffirmation On-Site visit – September, 2014 Eastern Shore Community Foundation Board Attend sessions on Fundraising Executive Committee – ES Healthy Communities	