Board Workshop – Strategic Priorities
July 25, 2012

Willard Lewallen
Superintendent/President
Accreditation Standard I: Institutional Mission & Effectiveness

- The institution sets goals to improve its effectiveness consistent with its stated purpose (mission).

- The institution assesses progress toward achieving its stated goals and makes decisions regarding the improvement of institutional effectiveness in an ongoing and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analysis of both quantitative and qualitative data.
BOARD OF TRUSTEES STRATEGIC PRIORITIES AND COLLEGE STRATEGIC PLANNING

1. BOARD ADOPTS STRATEGIC DIRECTION / PRIORITIES
2. STRATEGIC PLAN DEVELOPED BY COLLEGE THAT ALIGNS WITH BOARD’S STRATEGIC PRIORITIES (INCLUDES GOALS, PERFORMANCE INDICATORS, BENCHMARKS, ASSESSMENT STRATEGIES, AND EVALUATION OF STRATEGIC PLAN)
3. PERFORMANCE INDICATORS DEVELOPED TO ESTABLISH BENCHMARKS AND TO ASSESS PROGRESS TOWARD THE GOALS
4. DEVELOP AND IMPLEMENT STRATEGIES TO IMPROVE (IF NECESSARY) PERFORMANCE INDICATORS
5. MEASURE PERFORMANCE INDICATORS TO ASSESS PROGRESS TOWARD THE GOALS
6. REPORT PROGRESS BACK TO BOARD AND STAKEHOLDERS
7. RE-EVALUATE GOALS, ETC. AT END OF STRATEGIC PLANNING CYCLE
BOARD OF TRUSTEES STRATEGIC PRIORITIES AND COLLEGE STRATEGIC PLANNING

BOARD STRATEGIC PRIORITY: STUDENT ACADEMIC SUCCESS AND ACHIEVEMENT

COLLEGE GOAL: MAINTAIN COURSE SUCCESS RATES AT OR ABOVE THE CCC STATEWIDE AVERAGE (BENCHMARK)

DEVELOP PERFORMANCE INDICATORS TO MEASURE COURSE SUCCESS RATES

BASED ON ASSESSMENT OF OUTCOMES DEVELOP STRATEGIES TO IMPROVE RATES (IF NECESSARY)

IMPLEMENT STRATEGIES AND MEASURE INDICATORS TO ASSESS PROGRESS TOWARD THE GOAL

REPORT OUTCOMES AND PROGRESS BACK TO BOARD AND STAKEHOLDERS
HARTNELL COLLEGE OVERALL COURSE SUCCESS RATES

NOTE: FICTITIOUS, FOR ILLUSTRATION PURPOSES ONLY

HARTNELL AVERAGE

CCC AVERAGE

COURSE SUCCESS RATE

2007-08 2008-09 2009-10 2010-11 2011-12
BOARD OF TRUSTEES STRATEGIC PRIORITIES AND COLLEGE STRATEGIC PLANNING

BOARD STRATEGIC PRIORITY: STUDENT ACCESS

COLLEGE GOAL: MAINTAIN STUDENT ACCESS INDICATORS AT OR ABOVE THE CCC STATEWIDE AVERAGE (BENCHMARK)

PERFORMANCE INDICATORS FOR STUDENT ACCESS
ADULT PARTICIPATION RATES
HIGH SCHOOL SENIORS PARTICIPATION RATES

ASSESSMENT OF PERFORMANCE INDICATORS TO ESTABLISH BASELINE

DEVELOP AND IMPLEMENT STRATEGIES WHERE NEEDED TO IMPROVE INDICATORS

MEASURE PERFORMANCE INDICATORS TO ASSESS PROGRESS TOWARD THE GOAL

REPORT PROGRESS BACK TO BOARD AND STAKEHOLDERS
Performance Indicator: Adult participation rates - Percent of 18 year-olds and over population by city attending HCCD.

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<tbody>
<tr>
<td>CASTROVILLE</td>
<td>3.40</td>
<td>3.73</td>
<td>1.88</td>
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<tr>
<td>GREENFIELD</td>
<td>3.25</td>
<td>2.60</td>
<td>2.27</td>
<td>4.5</td>
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<td>GONZALES</td>
<td>2.71</td>
<td>3.28</td>
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<td>HCCD Average</td>
<td>5.94</td>
<td>7.26</td>
<td>4.01</td>
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<td>CCC Statewide</td>
<td>8.70</td>
<td>9.00</td>
<td>8.40</td>
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<tr>
<td>KING CITY</td>
<td>7.08</td>
<td>5.18</td>
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<td>SALINAS</td>
<td>10.75</td>
<td>12.33</td>
<td>12.73</td>
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### Performance Indicator: High School Participation Rates

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<tbody>
<tr>
<td>HIGH SCHOOL 1</td>
<td>39%</td>
<td>52%</td>
<td>44%</td>
<td>57%</td>
<td>41%</td>
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<tr>
<td>HIGH SCHOOL 2</td>
<td>36%</td>
<td>56%</td>
<td>40%</td>
<td>54%</td>
<td>37%</td>
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<tr>
<td>HIGH SCHOOL 3</td>
<td>35%</td>
<td>39%</td>
<td>43%</td>
<td>38%</td>
<td>39%</td>
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<tr>
<td>HIGH SCHOOL 4</td>
<td>33%</td>
<td>32%</td>
<td>33%</td>
<td>42%</td>
<td>34%</td>
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<tr>
<td>HIGH SCHOOL 5</td>
<td>25%</td>
<td>28%</td>
<td>26%</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>STATEWIDE AVERAGE</td>
<td>28%</td>
<td>28%</td>
<td>30%</td>
<td>29%</td>
<td>23%</td>
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<tr>
<td>HIGH SCHOOL 7</td>
<td>19%</td>
<td>30%</td>
<td>31%</td>
<td>22%</td>
<td>20%</td>
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<tr>
<td>HIGH SCHOOL 8</td>
<td>22%</td>
<td>15%</td>
<td>19%</td>
<td>22%</td>
<td>16%</td>
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<tr>
<td>HIGH SCHOOL 9</td>
<td>9%</td>
<td>17%</td>
<td>24%</td>
<td>9%</td>
<td>23%</td>
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<td>HIGH SCHOOL 10</td>
<td>17%</td>
<td>13%</td>
<td>6%</td>
<td>18%</td>
<td>19%</td>
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<td>HIGH SCHOOL 11</td>
<td>30%</td>
<td>9%</td>
<td>15%</td>
<td>7%</td>
<td>3%</td>
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<tr>
<td>HCCD Average</td>
<td>27%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>28%</td>
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<tr>
<td>Total Students</td>
<td>1,486</td>
<td>1,578</td>
<td>1,530</td>
<td>1,556</td>
<td>1,712</td>
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## Performance Indicators

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<tbody>
<tr>
<td>1. Meet or Exceed FTES Target</td>
<td><img src="image" alt="Green" /></td>
<td><img src="image" alt="Green" /></td>
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<td>2. Employee Diversity</td>
<td>Developing Baseline</td>
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<td>3. Community Participation Rates</td>
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<td>4.1a Face-to-Face Course Success Rates</td>
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<td><img src="image" alt="Green" /></td>
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<td>4.1b Online Course Success Rates</td>
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<td>4.2 Student Transfer Rates*</td>
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<td>4.3 Student Completion Rates*</td>
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<td>5. High School Participation Rates*</td>
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* Based on student cohorts

**HARTNELL COLLEGE SCORE CARD**

- **Exceeds Benchmark**
- **Meets Benchmark**
- **Slightly Below Benchmark**
- **Below Benchmark**
- **Increasing Trend**
- **Steady Trend**
- **Declining Trend**

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**Hartnell College – Office of the President**