

LOS ANGELES SOUTHWEST COLLEGE

INTEGRATED COLLEGE OPERATIONAL PLAN (ICOP)

2011 – 2012

STRATEGIC GOAL 1: ACCESS

EXPAND EDUCATIONAL OPPORTUNITY & ACCESS

2011-2012 OBJECTIVES

1. Improve signage for ease and self-direction within the campus environment and prioritize efforts to improve signage to ensure students can locate student support services, classrooms, and abide by ADA regulations, as they relate to signage.
2. Increase African American and Latino male enrollments by 15% over 2010-2011
3. Increase Latino enrollment by 10% over 2010-2011
4. Implement and evaluate the matriculation and program effectiveness of the first year of the newly developed 2+2+2 program
5. Develop, implement, and evaluate a study abroad program
6. Develop, implement, and evaluate a plan for systematic outreach and recruitment efforts for international students
7. Increase service area high school capture rate by 10% over 2010-2011

STRATEGIC GOAL 2: SUCCESS

IMPLEMENT STRATEGIES FOR STUDENT SUCCESS

2011-2012 OBJECTIVES

1. Develop, implement and evaluate results of the first year of the 2011-2014 Student Success Plan
2. Increase successful course completion rates (grade of “C” or better) to the ARCC peer college average
3. Increase persistence rates from fall to spring to fall to fall to the ARCC peer college average
4. Increase transfer numbers in 2011-2012 by 10% using 2009-2010 as a baseline
5. Increase degree attainment by 10% in 2011-2012 using 2009-2010 as a baseline

6. Complete the implementation of the revised (spring 2010) SLO timeline strategy assessment plan for the 2011-2012

STRATEGIC GOAL 3: *EXCELLENCE*

SUPPORT STUDENT LEARNING & EDUCATIONAL EXCELLENCE

2011- 2012 OBJECTIVES

1. Complete college administrative restructuring by filling the designated positions
2. Create a welcome center in the Student Services Building (SSB) and include plans to create a welcome center in the construction plans for the library foyer
3. Ensure that the college meets the district full-time faculty obligation number (FON) allocation
4. Facilitate the coordinated restructuring of learning skills, developmental communications, and English to enhance basic skills success in a more structured and timely manner that will lead to higher level course matriculation
5. Complete the second year of the Achieving the Dream Initiative
6. Establish the Student Success Center (SSC) as a campus-wide service unit with extension locations in all classroom buildings

STRATEGIC GOAL 4: *ACCOUNTABILITY*

FOSTER A COLLEGE-WIDE CULTURE OF SERVICE & ACCOUNTABILITY

2011- 2012 OBJECTIVES

1. Implement, assess, and evaluate the first year of the 2011-2014 Integrated Strategic Plan
2. Assess the efficiency of the planning process to make adjustments and improvements as needed so that the college maintains a culture of sustainable continuous quality improvement
3. Ensure that instructional departments and non-instructional programs conduct assessments and evaluations of their areas and make adjustments and improvements as mandated by those evaluations
4. Provide faculty and staff with at least three workshop/seminar/training sessions that offer the opportunity to stay current with the technological advances being used on campus by students and personnel

5. Conduct enrollment management to ensure that FTES growth increases (not to exceed) by 2% over base for the academic year
6. Continue to improve the environment of decision making based on its impact on student success that is reflected in the agendas, minutes, and outcomes produced by the 10 major campus committees (see Strategic Planning Handbook) and reflected in the budget and staff development requests, program development, and staffing

STRATEGIC GOAL 5: *COLLABORATION & RESOURCES*

CULTIVATE AND MAINTAIN NEW RESOURCES & EXTERNAL PARTNERSHIPS

2011- 2012 OBJECTIVES

1. Implement and evaluate the newly created marketing campaign that includes: banners, brochures (basic) institutional, internet presence (Face Book, Twitter), positive social presence, website (upgraded) new media, and implementation of advertising in at least 3 strategic media and community outlets
2. Build a more positive college image by hosting at least one open-house event per primary term for select community segments
3. Increase successful external funding by 25% over 2010-1011

STRATEGIC GOAL 6: *CAREER AND TECHNICAL EDUCATION*

PARTICIPATE IN REGIONAL WORKFORCE AND ECONOMIC DEVELOPMENT

2011- 2012 OBJECTIVES

1. Develop and implement a comprehensive three year Career & Technical Education (CTE) strategic plan that correlates its timeline with the 2011-2014 Integrated College Strategic Plan
2. Design and implement a CTE Tracking System, establish “research menus” for CTE programs, and integrate CTE Tracking System in college’s “student success” model
3. Increase CTE secondary student participation in LASC CTE programs by 30% by designing and implementing two Tech Prep career pathways that supports LACCD/LAUSD collaboration initiative
4. Write, submit and compete for at least two workforce development grants (a) that focus on providing training to industry-driven regional collaboratives and (b) that provide an

opportunity to develop and showcase LASC's CTE contract education capabilities *at little to no-cost* to employers

5. Enhance the CTE division's outreach/marketing efforts to include: (a) implementation of a CTE website, (b) creating partnerships with 100 new companies and (c) partnering with regional employers to sponsor workforce and economic development events in the community
6. Develop at least 6 new CTE programs that address local labor market needs