

VISION 2016 STRATEGIC PLAN

Final Report: 2012-2016



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The Vision 2016 Strategic Plan that extended from 2012-2016 formally concluded on August 31, 2016. A number of successful initiatives were launched in support of the four major goals within the plan that have helped guide students in degree planning, identifying career paths, completing certificates and degrees, and in helping them be prepared for their futures in the workforce with relevant, meaningful knowledge and skills.

Highlights are reflected in the following slides.

STRATEGIC GOAL #1

**Improve academic success by
implementing strategies for
completion.**

Completion Successes

- All AAS 60-hour degree plans are implemented.
- QEP Academic Planning Coach Program is continuing with trained faculty/staff coaching FTIC students. In Fall 2016, 180 students were matched with 81 faculty advisors.
- To assist with the QEP goals, the on-line degree audit and academic planning software tool, u-Achieve, has a target launch of Spring 2017. It will benefit both students and advisors.



Completion Successes

- **Supporting the QEP goals,**
 - **the 2015 cohort of 400 students shows 36% completed at least 1/3 of course requirements by the end of their first academic year**
 - **This is a 3% increase that reflects progress toward helping students graduate on time.**

Completion Successes

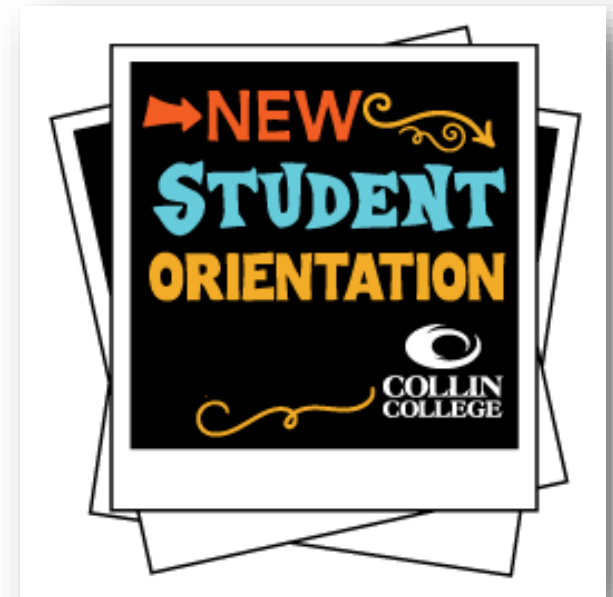
- **Block scheduling was launched in 5 programs:**
 - **Real Estate**
 - **Interpreter Education Program**
 - **Computer Networking Technology Software**
 - **Computer Networking Technology Advanced Software**
 - **Marketing**
- **Block scheduling has been shown to give faculty more time to accommodate students who learn at different rates and encourages the use of innovative teaching methods.**

Completion Successes

- In Developmental Education,
 - Created Adult Basic Education pathways.
 - Instituted Math pathways.
 - First semester advising based on TSI placement
 - Limited success in pairing Developmental Education courses with credit courses due to system limitations. Continuing to seek solutions.

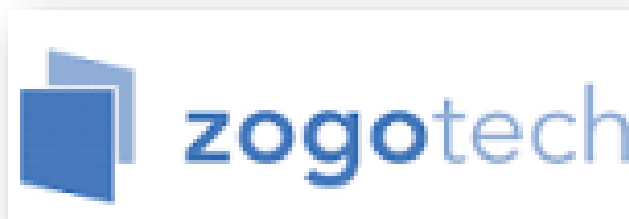
Completion Successes

- **Mandatory orientation became effective in Fall 2016, with 6,841 students participating in on-line and face-to-face sessions.**
- **A First Year Experience (FYE) program has been planned and will be launched in 2017.**



Completion Successes

- Zogotech, a Business Intelligence/Executive Information System and Data Warehouse was approved in 2016 and will improve quality of data available for decision-making.
- The search for a Director for the Zogotech project is underway, with an anticipated project launch in January 2017 and “go live” in January 2018.



Financial Aid Successes

- Department of Education Spring 2015 compliance review resulted in no findings.
- Cross-training and staff rotation between campuses has improved service to students.



Financial Aid Successes

- Financial Aid staff have received training from the THECB, U.S. Department of Education, and the financial aid professional association. Quarterly training is on-going, along with weekly staff meetings.
- Expanded use of Banner has improved efficiency and provided better service to students.
- Financial Aid has successfully completed all 16 self-assessment studies available by the national FA professional association.

STRATEGIC GOAL #2

Provide access to innovative higher education programs that prepare students for constantly changing academic, societal and career/workplace opportunities.

Program Development

- The following are some of the non-credit health-related career programs that were implemented in 2012-2016:
 - Radiology Training – Noncertified Technician
 - Patient Care Technician (PCT)
 - Nurse Aid Training (CNA)
 - Phlebotomy
 - Clinical Medical Assistant
 - Medical Secretary



Program Development

- American Sign Language Interpreter credit certificate in a medical context is being offered in 2016-2017.
- Sonography and Occupational Therapy Assistant credit programs have been developed, but not launched.
 - *Recruitment efforts for the Sonography Director have not yielded a viable candidate.*

Program Development

- The following business-related career programs have been implemented:
 - Distribution Operations Certificate Series
 - Packaging and Product Logistics Certificate
 - Certified Fiber Optics Technician
 - A non-credit certificate series in Business Analytics was offered in Fall 2015.
 - A non-credit certificate series in Computer Security has been approved for Spring 2017 and Data Analyst for Summer 2017.
 - Supply Chain Management AAS degree with certificates in purchasing and logistics was approved for final development in June 2016.

Program Development

- Other new programs:
 - Non-credit Certified Veterinary Assistant launched in FY2016.
 - Non-credit certificates in Sports Management and Fitness Entrepreneur were first offered in Spring 2016.
 - Research and planning has been completed for a credit HVAC program to be launched in Fall 2017.
 - A Basic and Commercial Wiring certificate program was launched in Summer 2016.
 - Curriculum for the Operations and Supply Chain Management certificate series has been updated and will be operational in Spring 2017.

Program Development

Other non-credit programs include:

- Fraud Examiner and Anti-Money Laundering Specialist**
- Insurance Professional, Insurance Property Certification, and Property & Casualty Adjuster**
- Fiber Optics**
- Nonprofit Management**
- Entrepreneurial Certificate**
- Montessori program**

Program Development

- Using labor market projections outlined in the master plan, a program planning committee identified high-demand, high-wage programs for development. A prioritized implementation plan is being developed for review by the Board.

Program Development



- Targeted marketing to Veteran organizations resulted in 87 Veterans participating in TWC-funded networking training in 2015.



Program Development

- **Concurrent enrollment (credit and non-credit) program opportunities are continuing to grow and ease the transition for some students to enter college and complete an industry-recognized certification.**
 - **Cisco Networking**
 - **CCNA**
 - **Real Estate**
 - **CompTIA**
- **Fine Arts programs have expanded at CPC with new music practice rooms, a larger art studio and new classrooms helped accommodate 16 sections with near capacity enrollment in Fall 2016.**

BSN Progress

- **Lt. Governor Patrick and all Collin County legislators have been briefed on the need for BSN-prepared nurses and the role community colleges can play in educating BSNs.**
- **Collin has joined a coalition of community colleges to promote community college participation in offering BSN programs.**
- **Collin is poised to move forward if the proposed legislation is successful this session.**

ISD Partnerships

Partnerships with our ISD neighbors are flourishing, with total dual credit enrollment increasing nearly 43% over the last four years, from 2,641 in FY2012 to 3,767 in FY2016.

- Frisco ISD & Wylie ISD adopted 4-year dual credit pathway for computer networking & cybersecurity.**
- Wylie ISD initiated a 4-year dual credit pathway for electronics engineering technology.**

ISD Partnerships

- **Farmersville ISD dual credit students are participating in online business management courses.**
- **The first class of graduates from the Health Sciences Academy graduated in June 2016, with 73% completing the program and earning marketable skill awards and certificates with credit toward an AAS degree at Collin.**

ISD Partnerships

- Dual credit courses were launched in Emergency Medical Technician program at Frisco ISD, Prosper ISD, and Anna ISD
- Dual credit expansions were accomplished in Anna ISD, Lovejoy ISD, Community ISD, McKinney Boyd, McKinney HS, McKinney North, and Melissa ISD.
- Frisco ISD articulated two hospitality-related courses.

University Partnerships

- Collin formalized its partnership with Texas A&M University-Commerce to offer credit classes at the Preston Ridge Campus.
- Texas Tech University began offering classes at the Collin Higher Education Center in General Studies, University Studies, and Human Sciences in spring 2016, but with no enrollment. Fall 2016 classes were all offered online.
- Texas Tech is also planning to add a BA in political science and an MA in Public Administration.

Facilities Planning and Expansion

- The new Public Safety Training Center in McKinney was presented to the Board in January 2016 and construction plans submitted to the City of McKinney in August 2016. Anticipated groundbreaking is in early 2017.
- The college's Master Plan was approved by the Board of Trustees in June 2016. A campus in Wylie and Centers in Celina and Farmersville are included in this master plan, along with expanded Student Welcome Centers and facilities for technical programs to accommodate growth in the service area and programmatic needs.

STRATEGIC GOAL #3

Engage faculty, students and staff in improving a districtwide culture of adherence to the Collin College Core Values.

*We have a passion for Learning,
Service and Involvement,
Creativity and Innovation, Academic Excellence,
Dignity and Respect, and Integrity.*

Customer Service

- In February 2016, Student and Enrollment Services was re-organized with associate deans positions added for each of the three main campuses. Actions taken:
 - a “triage” model was fully implemented at Spring Creek during high-peak registration periods,
 - a new streamlined online application was developed and deployed,
 - a Developmental Education “hold” for students not passing a portion of the TSI was dissolved to remove a registration barrier, and
 - QEP workshops were held for faculty volunteering as coaches.

Customer Service

- 190,192 student contacts have occurred through CougarQ, reducing wait time for admissions, advising, and financial aid.
- Since February 2015, 4,624 students have responded to CougarQ customer service surveys. Satisfaction improved from 74% to 86% from last year to this year and wait time has decreased by 16%.



Customer Service

- Ten “85 Seconds” videos were produced by Collin students to help students understand various processes at Collin. *The summer 2016 series won a gold medallion award from the National Council for Marketing & Public Relations.*
- Some of the topics include:
 - New summer terms
 - Studying for finals
 - How to TransferU
 - How to forward Cougarmail
 - Mandatory student orientation
 - How to access your degree audit online
- Videos have received nearly 10,000 views



Customer Service

- The inaugural Director of First Impressions Conference was hosted in Fall 2015, focusing on *“The Person who makes a Difference!”* Over 300 staff employees who work most closely with students every day participated in this professional development conference and received “Director of First Impressions” plaques for their work areas.



Customer Service



- **Collin subscribed to Lynda.com in Spring 2015, providing extensive online training to employees.**
- **Nearly 900 users have participated in over 1500 hours of training.**
- **Top course topics include:**
 - **Office tools: Excel, Word, and Outlook**
 - **Communication Tips and Conflict Resolution**
 - **Leadership; Management; Performance Reviews; Coaching and Developing Employees**
 - **Canvas**

Academic Excellence



- Collin College's SACS accreditation has been reaffirmed through 2025.
- A monitoring report was submitted to SACS and accepted in June 2016.

Dignity & Respect

- Title IX, VAWA, Campus SaVE Act and Clery mandatory student training was launched in the Spring 2015 semester.
- 61,853 students have completed the required training through CougarWeb.



STRATEGIC GOAL #4

Enhance the College's presence in the community by increasing awareness, cultivating relationships, building partnerships and developing resources to respond to current and future needs.

Community Awareness & Approval

- Community Survey shows that name recognition of “Collin College” increased from 85.2% to 96.2% from 2011 to 2015, reflecting progress on rebranding, while recognition of Collin County Community College stayed strong, improving from 98.5% to 99%.
- A new billboard was acquired on US 75 in Allen, with more than 35 million views expected in a 12-month period.
- A comprehensive Advocacy and Outreach Plan has been drafted proposing representation for local civic organizations.

Community Awareness & Approval

- Recent highlights included:

- Collin hosted the press conference for the Governor's roll-out of the 60 x 30 strategic plan for Texas.
- Successfully marketed the return of Wintermester in January 2016 that resulted in 1155 students enrolling.
- Signing ceremonies were held for the Baylor University pre-admissions renewal.



Community Awareness & Approval

- Strategic posts on Twitter, Instagram, and Facebook at least twice per day, with followers as shown below.

Social Media	College	Cougar
Facebook	5,724	2,645
Twitter	3,790	765
Instagram	1,625	
Snapchat	250+	
Linked In	34,937	
YouTube	287	
Periscope	137	
Vine	70	
Collin Alumni Page	497	

Community Awareness & Approval



- Ribbon-cuttings were held for:
 - Rededication of the John H. Anthony Theatre,
 - Cary A. Israel Health Sciences Center, and
 - Central Park Campus Conference Center and new Student Center.
- A memorial tree planting took place in honor of Founding Trustee, Tino Trujillo.
- The new Collin College flag debuted on Founder's Day 2016.

Community Awareness & Approval

- Five commercials featuring alumni were produced and aired in local movie theatres in FY2016. Two additional are in production and a third has been filmed. The commercials showed on 132 local screens for more than 2 million impressions for each of the three flights of commercials throughout the last year.

Resources Gained

- 2015-16 Scholarships Awarded: 634
- New Gifts Raised in FY2016: \$871,297, with a total of \$6.5 million in new gifts since 2011.
- Endowment increased from \$5.9 million to more than \$11 million in this same period.
- FY16 Fundraising Goals:
 - Annual Giving: 147% of goal
 - LiftUp Employee Giving: 139% of goal, to \$125,219 in FY16
 - Stetson & Stiletto: 67% of goal
 - Endowments: 73% of stretch goal
 - Cougar Alumni Run: 76% of goal



Resources Gained

- The Foundation continues to offer naming opportunities and expanded to add new facilities. Some of the recent major gifts have included:

■ Lawler Hall:	\$2 million (FY2014)
■ Encore Wire:	\$100,000 (FY2014)
■ State Farm:	\$100,000 (FY2016)
■ Student Housing Foundation:	\$100,000 (FY2016)
■ Frisco Arts Endowment:	\$25,000 (FY2016)
■ Barnes & Noble:	\$25,000 (FY2016)

Resources Gained

- The Alumni Association hosted its first annual 5K run at PRC in April 2016, with over 200 runners and \$22,875 raised for scholarships. Olympic Gold Medalist Carley Patterson, a Collin College alumna, was the honorary chair of the event.

