

**CONTRA COSTA COLLEGE STRATEGIC PLANNING
2007-2012
Annual Objective Planning Form**

Initiative #3: Utilize research and data to improve college effectiveness.

- Objectives/Goals:
1. Provide research on completion of education goals;
 2. Provide research on enrollment trends and retention strategies over six semesters; and
 3. Provide research that guides outreach activities.

Chief Steward: Tim Clow

Stewards: Richard Akers, Shannon Beckham, Terence Elliott, Donna Floyd, Melody Hanson, Jennifer Oujian, Kenyetta Tribble

Action Steps	Responsible Personnel	Resources Required	Research Needs	Benchmark Established	Performance Indicators/ Intended Outcome	Timelines	Accomplishments
Initiative #1 Improve student learning experience and successful educational goal completion. Objectives/Goals:#1.Increase the number of students that successfully complete their educational goal: Linked with Initiative # 3.1. Provide research on completion of education goals.	Research Office	Set up database cohort(s) to be implemented each semester for 6 semesters	Analysis each semester Cohort will be developed after late registration.	First benchmark based on FA09 cohort, with secession starting each semester extending "out" for 6 semesters	Based on student educational goal, all demographic data, enrollment history and persistence outcomes to be included in cohort tracks.	First cohort developed Fa09 with summary of outcomes at end of semester.	Semester end outcomes to be available on the Research Web Site
Initiative #1Improve student learning experience and successful educational goal completion. Objective/Goals #4 Improve course placement. Linked with Initiative # 3.2 Provide research on enrollment trends and retention strategies over six semesters.	Research Office, FYE, Counseling, Outreach, Matric, EOPS.	Survey developed administered, New Student Cohort developed begin tracking.	Develop the NSC to include students as of two weeks prior to semester. Based on survey outcomes students tracked a second semester to a total of 6 semesters.	FA09 semester to be benchmark for this survey, outcomes and follow-up based on 12 or more units aged 19 to 25 and aged 25 to 40 as of two weeks prior to semester.	10% increase each semester in number of students taking new incoming student survey	First cohort developed Fa 09 outcomes at end of semester with corresponding outcomes from NSC survey data.	
Initiative #1 Improve Student learning experience and successful educational goal completion. Objective/Goals 1,2,3,4 Linked with Initiative #3 Objective/Goals 1,2,3	Student Life, Senior Dean of Research, Programmers	Funding pending re-entry connection expansion	Develop report that tracks re-entry students based on ID.	FA 2009 if funded	Hold re-entry connection each semester and gather information for tracking outcome report.		Re-entry connection held SU 08 and SU 09
Initiative # 1 Improve Student learning experience	ARO Staff, Research Staff, International	Develop list of International Education	Develop report	Fall 2009 status report			

and successful educational goal completion. Objective?goals 1,4 Linked with Initiative #3 Objective /Goals #3 Provide research that guides outreach activities	Education Staff	students based on three semester time span, evaluate increase/decreases.					
Initiative #1 Improve Student Learning Experience and Successful Educational Goal Completion. Objective/Goals 1,4 Linked with Initiative #3 Objective/Goals 1,2	Matriculation Admissions Outreach Counseling Research and Planning	Counseling Survey developed and implemented. Research develop list of students stating Undeclared status	Report generated each semester	Fa 2009	Report generated used to develop approach to students who continue with undeclared status	Report developed FA 2009	
Initiative #2 Develop strategies to increase student enrollment, to improve the college's image, and to create positive public awareness Objective/Goals 1e increase retention and persistence. Linked with Initiative #3 Objective/Goals 1,2	Office of Research and Planning, Senior Dean of Research	Programming time to develop longitudinal research database to demonstrate retention/persistence using available datasets	Time to complete reports at end of semester.	Based on ARCC and BSI outcome reports by semester	Proposed percent increase based on enrollment management plan (at 2% improvement by semester)	Report semester end of term report and comparison with ARCC and BSI report.	
Initiative # 2 Develop strategies to increase student enrollment, to improve the college's image, and to create positive public awareness. Objective/Goals: 1e increase retention and persistence. Linked with Initiative #3 Objective/Goals 1,2	Office of Research and Planning, Senior Dean of Reserch	Programming time to develop longitudinal research database to provide metrics such as retention, successful retention, failure, and withdrawal outcomes.	Time to complete reports at end of semester.	Developed through office programming of data derived from downloads from Datatel.	Always completed each end of term.		