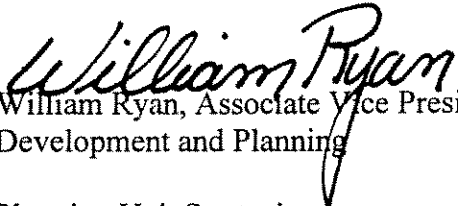


DATE: January 31, 2002

TO: Debbie Gula, Jim Horton, John Morrell, Bill Swinford and
George Urbano

CC: Larry Durrence

FROM: 
William Ryan, Associate Vice President
Development and Planning

SUBJECT: Planning Unit Strategies

Attached are the Goals, Objectives and Measures for the College for the 2002-2005 Planning Cycle. Also included is a Strategy Form that is to be completed for each strategy developed to support the goals of the College.

A Planning Council Meeting will be scheduled in April to review and prioritize all planning unit strategies. Therefore, please plan to have your strategies developed by Friday, April 19, 2002.

Please call me with any questions you may have.

Planning Unit Strategy Forms are available electronically. If you would like to receive the form by e-mail, send a note or call Alice Diggett, ext. 5051.

Goal 1: Establish An Identity For PCC Derived From Its Vision, Mission, and Purpose Statement

College-wide Objectives:

- Identify reasons why students attend PCC and other postsecondary institutions.
- Identify reasons why business partners choose to work with PCC.
- Establish an identity (brand) that projects the PCC Mission, Vision and Purpose.
- Incorporate the identity (brand) into all marketing strategies and communication from the college.

Measures:

- A written report would list the top ranked reasons that students attend PCC as indicated by results of the 2001 Student Opinion Survey and other internal assessments.
- An established PCC identity (brand) and an accompanying marketing campaign will be unveiled internally in January 2003 and externally in the Fall of 2003.

Goal 2: Increase The Percentage of Polk County Residents Accessing Education at PCC.

Collegewide Objectives:

- To increase the percentage of Polk County High School graduates that enroll at PCC immediately after graduation.
- To increase the number of Polk County residents that enroll at PCC.
- To increase the percentage of PCC students who are retained through program completion.

Measures:

- Total annual FTE will increase by 2% for each of the next 3 years. (Baseline of 2,925 for 2000-2001.)
- Total annual headcount, credit and non-credit, will increase by 3% for each of the next 3 years. (Baseline of 17,344 for 2000-2001.)
- The percentage of Polk County High School graduates that enroll at PCC immediately after graduation will increase for each of the next 3 years. (Baseline of 28.2% from 2000 Accountability Report.
- The success rate for first time in college students will be 85% after 3 years.
- The retention rate for first time in college students will be 65% after 3 years.

Goal 3: Strengthen Academic Excellence.

Collegewide Objectives:

- A positive annual trend of College Level Academic Skills Test (CLAST) success will be demonstrated.
- To increase the success rates and retention rates for first time in college students.
- To maintain the current college performance as reflected in the current accountability report in licensure and vocational placement rates.
- PCC students transferring to the University System will perform academically at a higher level than native SUS students or other community college transfers.

Measures:

- PCC will be positioned in the top 10 Florida Community Colleges for CLAST success after 3 years.
- Ninety-five percent of students will pass relevant licensure or certification examinations and PCC will maintain its position in the Top 3 Florida Community Colleges for licensure pass rates.
- Eighty percent of PCC program completers will be placed in related employment and after 3 years, PCC will be positioned in the top 5 Florida Community Colleges for placement.
- After 3 years, PCC will be positioned above the State average for percent of students who earn a GPA greater than 2.5 after transfer to the State University System.
- The success rate for first time in college students will be 85% after 3 years.
- The retention rate for first time in college students will be 65% after 3 years.

Goal 4: Meet the Workforce Education Needs of Business, Industry and Economic Development Partners.

Collegewide Objectives:

- To systematically align existing and proposed career programs with the needs of the Polk County business community.
- To increase enrollment in present Workforce Development programs.

Measures:

- One hundred percent of Associate Science, Post Secondary Adult Vocational and Post Secondary Vocational Certificate programs will be on the *Targeted Occupations List* provided by Enterprise Florida.
- Ninety-five percent of students will pass relevant licensure or certification examinations and PCC will maintain its position in the Top 3 Florida Community Colleges for licensure pass rates.
- Eighty percent of PCC program completers will be placed in related employment and after 3 years, PCC will be positioned in the top 5 Florida Community Colleges for placement.

Goal 5: Establish an Organizational Environment for Continuous Improvement.

College-wide Objectives:

- All faculty and staff will engage in ongoing training and/or professional development.
- Every employee and student will feel appreciated and valued as a vital part of PCC.
- Implement an Institutional Effectiveness initiative that supports PCC's Strategic Planning Process.

Measures:

- The success rate for first time in college students will be 85% after 3 years.
- The retention rate for first time in college students will be 65% after 3 years.
- The turnover rate of faculty and staff for PCC will show a measurable decline over a three-year period.
- The annual SPD report and supplemental reports from individual divisions will show that all faculty and staff have engaged in ongoing training and/or professional development.
- At the end of 3 years, PCC's institutional effectiveness initiative will be fully implemented and documented.