Strategic Plan 2003-2004
AMARILLO COLLEGE
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Community College Mission and Purpose

Amarillo College Institutional Mission and Goals

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Goals, Success Indicators and Outcomes

**Goal I: Maximize Student Access**

**Success Indicator**

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**Goal II: Guide Students Toward Educational Success**

**Success Indicator**

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2e. Academically disadvantaged student success: % non-remedial courses passed (A-C)
3a. Advising effectiveness: from annual student survey
3b-d. Advising effectiveness: from annual graduate application survey
4a. Retention first-time students: Fall to Spring retention (%)
4b. Retention first-time students: Fall to Spring retention (#)
4d. Retention first-time students: Fall to Spring retention (%)
   (1-Ethnicity, 2-Gender, 3-Disability, 4 Academically Disadvantage-Math, Disability, 5 Academically Disadvantage-Reading, 6 Academically Disadvantage-Writing)
5. GPA Achievement
   (1-Ethnicity, 2-Gender, 3-Disability, 4 Academically Disadvantaged-Math, Disability, 5 Academically Disadvantaged-Reading, 6 Academically Disadvantaged-Writing)
6. Degree or transfer achievement (%)
   Degree or transfer achievement (#)
7. Graduating student ratings

Goal III: Provide Quality General Education
Success Indicator
1. Course completion: pass rates in general education courses
2. Student perception of impact
3. Pass rates in sophomore courses dependent on general education skills: 1- Communication, 2-Computer, 3-Analytical

Goal IV: Provide Quality Transfer Education
Success Indicator
1. Course Completion: Pass Rates in Transfer Education
2. Transfer achievement - 1 -Texas public senior college
   Transfer achievement - 2 - still in community college
3. Transfer persistence

Goal V: Provide Quality Technical Preparation
Success Indicator
1. Course completion: pass rate in technical courses
2. Retention: Fall to Spring retention
   Licensure/certification pass rates (%)
   Licensure/certification pass rates (#)
3. Licensure/certification pass rates (health/nursing only %)
   Licensure/certification pass rates (health/nursing only #)
4. Outcomes following graduation (%)
5. Graduate guarantee policy (requests)
Goal VI: Provide Quality Workforce Development Opportunities

Success Indicator

1. Workforce enrollment
   (1-Overall, 2-Allied Health, 3-BCS (Business Computer Systems), 4-Behavioral Studies, 5-Business-Other, 6-Center for Continuing Healthcare Education (CCHE), 7-Criminal Justice Programs (including Intervention Programs), 8-Industrial Transportation and Technologies (ITT), 9-Language, Communication and Fine Arts, 10-Occupational Education (excluding Moore County Campus), 11-Occupational Education (Moore County Campus only), 12-Science & Engineering, 13-Workforce Training)

2. Workforce contact hours
   (1-Overall, 2-Allied Health, 3-BCS (Business Computer Systems), 4-Behavioral Studies, 5-Business-Other, 6-Center for Continuing Healthcare Education (CCHE), 7-Criminal Justice Programs (including Intervention Programs), 8-Industrial Transportation and Technologies (ITT), 9-Language, Communication and Fine Arts, 10-Occupational Education (excluding Moore County Campus), 11-Occupational Education (Moore County Campus only), 12-Science & Engineering, 13-Workforce Training)

3. Workforce training course completions
   (1-Overall, 2-Allied Health, 3-BCS (Business Computer Systems), 4-Behavioral Studies, 5-Business-Other, 6-Center for Continuing Healthcare Education (CCHE), 7-Criminal Justice Programs (including Intervention Programs), 8-Industrial Transportation and Technologies (ITT), 9-Language, Communication and Fine Arts, 10-Occupational Education (excluding Moore County Campus), 11-Occupational Education (Moore County Campus only), 12-Science & Engineering, 13-Workforce Training)

4. Individual perceptions: overall academic year
   Individual perceptions: development programs

Goal VII: Promote Employee Professional Growth & Equity

Success Indicator

1a. Professional development: % administrators participating
   Professional development: % classified participating
   Professional development: % faculty participation
   Professional development: % total employee participation

1b. Professional development: annual enrollment

1c. Professional development: survey responses achieved personal objectives

1d. Professional development: survey responses recommend to peers

1e. Professional development: activities promoted internally
Goal VIII: Manage Institutional Resources Effectively and Efficiently

Success Indicator

1. Unrestricted tuition and fees generated per contact hour ($)
   Unrestricted tuition and fees generated per contact hour (%)
2. Unrestricted tuition and fees generated per contact hour ($)
   Unrestricted tuition and fees generated per contact hour (%)
3a. Facility and campus conditions: Building cleanliness
   Facility and campus conditions: Heating & cooling
   Facility and campus conditions: Ground appearance
   Facility and campus conditions: Outdoor lighting
   Facility and campus conditions: Physical facilities
3b. Facility and campus conditions: Appropriateness of facility
4. Maintenance Schedule (%)
   Maintenance Schedule (#)
5a. Client ratings of equipment - quantity
   Client ratings of equipment - quality
5b. Client ratings of equipment - availability
   Client ratings of equipment - quality
5c. Client ratings of equipment - credit students
   Client ratings of equipment - non-credit students
6. Equipment ratings from AC personnel

Goal IX: Develop Alternative Resources for the Institution

Success Indicator

1. Grant competitiveness (%)
   Grant competitiveness (#)
2. Child Care Assistance ($) 
   Child Care Assistance (#)

Goal X: Serve as a Community Enrichment Resource

Success Indicator

1. Events and participation
2. Enrollment in Personal Enrichment Courses (1-Overall, 2-Intervention programs, 3- Leisure studies, 4- Language, Communication & Fine Arts)
3. Adult student perception of personal enrichment courses
4a. KACV-TV Educational Broadcasting ($) 
4b. KACV-TV Educational Broadcasting (#)
   KACV-TV Educational Broadcasting (# children)
   KACV-TV Educational Broadcasting (# professionals)
   KACV-TV Educational Broadcasting (# parents)
   KACV-TV Educational Broadcasting (# books distributed)
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