

Institutional Effectiveness at STCC

UNIT STRATEGIC PLANNING

"Voyage to the Next Millennium"

**What should a Unit Strategic Plan look like?
The following is an annotated outline.**

- **SET A COURSE**
 - South Texas Community College Mission Statement
 - The College Mission gives us a vision of who we are *and* who we wish to become. It defines our purpose.
 - South Texas Community College's Strategic Goals
 - The PDC, with input from the faculty and staff of STCC, has identified twelve critical issues in a document entitled "Strategic Focus". For the interim, it is appropriate to use them as goal statements for this exercise.
 - Your Unit's Strategic Intent
 - Every unit plays a part in the overall mission and goal of the College. If you were to condense your unit's purpose into just a few words, what would they be? Canon Copiers' intent also served as their battle cry: "Beat Xerox".
 - Your Unit's Mission Statement
 - Expand your strategic intent. Keep in mind: A mission statement says more than just your purpose; it also states what you ideally wish to become, the values that drive your strategies, and an understanding of your clientele.
- **HOIST SAIL**
 - Critical Success Factors
 - What key areas of activity are *absolutely* necessary for your unit to succeed? What key things "*must* go right" if your unit is to fulfill its purpose? "Developmental Studies" was identified as a critical success factor for the College by the PDC. If developmental students are not prepared for college-level work, nothing else we do for them will matter; it just won't work without Developmental Studies.
 - Unit Objectives

- For each CSF above, identify specific objectives which, in the whole, would effectively address each. An objective should be quantifiable or otherwise measurable.
 - Unit Initiatives
 - What exactly are you going to do to achieve your objective? What different actions, steps and processes will help you attain your goal? For each objective above, your unit must identify the specific tasks, completion dates, and any special budget allocations (pre-approved) necessary to accomplish them.
- **HOLD THE HELM**
 - Intended Outcomes
 - What are the outcomes of all your efforts? What do you expect your clients to "think, know and do" as a result of all your work? If your initiatives were successful and your objectives achieved, these outcomes should be realized. *(Note: Your IE Plan will later expand these outcomes into performance indicators for purposes of assessment)*

Bon Voyage!

STRATEGIC GOALS

1. Respond to the need for a skilled workforce through timely development of quality career programs and contracted training
2. Provide quality academic instruction that successfully prepares students for transfer to a university and life-long learning
3. Operate effectively as a multi-campus district serving Hidalgo and Starr Counties
4. Provide faculty and staff of the highest caliber to meet the needs of our students and community
5. Provide a responsive organizational infrastructure that is effective, efficient and responsive
6. Secure financial resources necessary to accommodate anticipated growth and development of the college
7. Develop facilities that address the dynamic and diverse needs of the college and community
8. Facilitate student success by providing quality student support services and programs
9. Promote an institutional identity that reflects the core values of the institution and its unique bicultural location
10. Provide technology that supports quality education and training activities, promotes widespread access to information and effective communication and facilitates operations of the College
11. Strengthen partnerships, collaborative efforts and mutually beneficial relationships
12. Improve effective communications to foster collegiality and mutual respect within, and among, all segments of the college community