

Strategic Direction 3

South Texas College leads the transformation of the region to a “college-going culture” whereby attending and completing higher education is expected for all.

Strategic Outcome 3.1

Collaborate with K-12 to improve high school graduation rates, college readiness, and enrollment in higher education.

Activities and Strategies:

#	Description	Units Involved
1	Expand College Bound/College Connection events to all high schools in the college’s district.	Student Services Information Services & Planning Public Relations
2	Develop an at risk elementary school adoption program. Participating divisions will pool monetary and human resources to create a college-going culture on the campus including activities such as door decorating contests, college t-shirt Friday’s, diploma days, campus visits, etc. In addition, the division will provide the elementary faculty and staff with strategies to infuse college and career conversations into everyday learning.	SSD Lead All Divisions
3	Develop college mentor program for at risk middle school students. Mentors will provide advising on college planning, financial aid and scholarships. Participating students will visit an STC campus and participate in TAKS preparation workshops.	Student Support Services Outreach Trained Beacon Mentors
4	Utilize qualified students to provide tutoring on ISD campuses in class, during lunch, after school and summer tutoring in math and science.	Centers for Learning Excellence
5	Implement summer leadership institute for at risk rising seniors, providing students with leadership development and increasing their motivation to go to college. The institute would coincide with the ISD summer leadership institute.	Student Support Services Student Life

Strategic Outcome 3.2:**Develop vertical and horizontal curriculum alignment exchanges and integrations with K-12 and other institutions of higher education.****Activities and Strategies:**

#	Description	Units Involved
1	Work with ISDs and Region One to develop training program for teachers to identify opportunities that prepare students for college rigor throughout the curriculum and in every content area. Provide ISD faculty, counselors and staff with college eligibility requirements and motivational techniques to help students connect the concepts of college and careers.	Developmental Studies High School Programs and Services
2	Provide professional development opportunities for each HS content area to emphasize standards and concepts that college students typically struggle with as new college students.	Instruction
3	Provide ISD faculty with access to a college readiness website that serves as a clearinghouse for curriculum exchange, information distribution, career pathways, live chats, etc.	Instruction High School Program and Services ISP
4	Lend classroom space at non-peak times to underprivileged schools – science and computer labs.	Instruction
5	Integrate degree requirements and career opportunities into all introductory program of study courses.	Instruction

Strategic Outcome 3.3:**Lead the development and collaboration of family outreach programs to promote the expectation of going to college.****Activities and Strategies:**

#	Description	Units Involved
1	Partner with VIDA and Valley Interfaith to recruit and train a core team of bilingual parents who will assist in sharing information with other parents. Trained parents will assist parents' of first generation college students as they navigate the enrollment and financial aid processes.	SSD
2	Plan a college family conference on each of the STC campuses. Giving families an opportunity to experience STC receive information about financial aid and scholarships, admissions, programs of students, roles, responsibilities and expectations.	SSD Instruction ISP PR
3	Increase awareness of the community library card to encourage families to visit campus and utilize library resources.	PR Library Services

Strategic Outcome 3.4:
Identify and target new markets and untapped student populations.
Activities and Strategies:

#	Description	Units Involved
1	Continue to work with ISDs to identify at risk student populations and develop innovative interventions.	High School Program and Services
2	Expand Continuing Education marketable skills opportunities for students without high school or GED credentials.	Continuing Education
3	Expand employee training opportunities for workforce and industry; and work with economic development corporations to provide incentives to employers that participate.	Workforce

Strategic Outcome 3.5:
Significantly improve student learning and student success benchmarks including student participation, persistence and graduation/transfer rates.
Activities and Strategies:

#	Description	Units Involved
1	Implement College Success as a mandatory learning frameworks course for all students.	Instruction
2	Provide each student with a college and career portfolio that includes an electronic individual education plan (IEP).	College Success Transfer Track
3	Develop an adult learner orientation that incorporates families and includes tips, techniques, resources and survival skills.	Student Support Services Outreach

Strategic Outcome 3.6:
Expand initiatives throughout the college to identify and eliminate barriers to course and programs completion.
Activities and Strategies:

#	Description	Units Involved
1	Implement College Success as a mandatory learning frameworks course for all students.	Instruction
2	Provide each student with a college and career portfolio that includes an individual education plan (IEP).	College Success Transfer Track

Strategic Outcome 3.7:

Strengthen collaborations with institutions of higher education to set career paths and academic articulations for STC graduates wishing to pursue baccalaureate and post-baccalaureate degrees

Activities and Strategies:

#	Description	Units Involved
1	Continue to pursue academic articulations with financial incentives that will benefit STC graduates.	Instruction
2	Effectively market all articulation agreements to prospective students, the workforce and the community.	PR Outreach
3	Provide students with articulation agreement options in introductory to field of study courses.	Instruction