

## 2007-2012 Strategic Directions With Outcome Statements

**1. South Texas College commits to student learning as the foundation of student success through excellence in teaching and service, faculty and staff empowerment, professional development, and accountability.**

1. Make student learning the primary purpose and intended outcome of all college activities
2. Make student learning the role and responsibility of all stakeholders; students, faculty and staff at every level of the institution
3. Foster student engagement through an understanding of diverse student needs and preferences
4. Offer instructional programs of the highest quality
5. Provide exemplary, state-of-the-art services, facilities, and information technologies that support student learning
6. Empower faculty and staff for greater achievement through systematic and intensive professional development
7. Proudly and publicly measure success at every level of the organization
8. Allocate budgets, staffing, and resources with an institutional commitment to student learning

**2. South Texas College proudly provides opportunities to all students with high expectations for their success.**

1. Collaborate with K-12 institutions to provide a seamless transition from high school to college
2. Educate internal and external communities about STC's high expectations for student success.
3. Create high-tech and high-touch pathways to empower students to actively participate in their own success
4. Build a greater understanding and appreciation of the community college philosophy of open access throughout the region
5. Ensure a full array of options for continuing education, workforce skills development, and life-long learning
6. Deliver distance education through a comprehensive and full-service virtual campus
7. Identify and showcase examples of student success

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### 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.

1. Collaborate with K-12 to improve high school graduation rates, college readiness, and enrollment in higher education
2. Develop vertical and horizontal curriculum alignment exchanges and integrations with K-12 and other institutions of higher education
3. Lead the development and collaboration of family outreach programs to promote the expectation of going to college
4. Identify and target new markets and new student populations
5. Significantly improve student learning and student success benchmarks, including student participation, persistence and graduation/transfer rates
6. Expand initiatives throughout the college to identify and eliminate barriers to course and program completion
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.

### 4. South Texas College serves as the catalyst for regional economic prosperity and social mobility.

1. Continually adapt programs and services to effectively meet changing community and regional needs and expectations
2. Transform the regional economy through rapid response, workforce training, and resourceful partnerships in order to compete in evolving and emerging global markets
3. Lead community efforts to capture emerging economic opportunities
4. Identify and obtain new and additional funding sources to support the continued expansion and development of the college
5. Keep tuition, fees and related costs of higher education affordable for students
6. Expand marketable skills, awards, certificate, associate, and baccalaureate program offerings with a community college philosophy of regional focus
7. Serve as resident experts for our community in all areas of academia, industry and service

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### 5. South Texas College models professionalism through integrity, mutual respect, civility, trust, and collaboration.

1. Set guidelines for institutionally defined expectations of professional, productive, team-oriented behavior
2. Establish and communicate policies and procedures to reinforce professional behavior
3. Foster a respectful, professional, and secure environment
4. Model sound leadership principles and supervisory practices that promote professional behavior and performance
5. Empower employees to make appropriate and timely decisions
6. Empower faculty and staff to achieve high standards of professionalism through effective professional development
7. Engage in inter-departmental partnerships and cross-functional teams to eliminate silos and facilitate student success
8. Adhere to the highest ethical standards through an institutional commitment to personal and professional integrity

### 6. South Texas College champions a culture of excellence based on evidence.

1. Develop a locally and nationally recognized program for effective performance-based leadership
2. Validate excellence through accreditations, external awards, recognitions, and publications.
3. Improve student performance through new and established benchmarks
4. Actively recruit, reward and retain the best faculty and staff.
5. Generate and utilize relevant, timely, and accurate data to implement, evaluate and continuously improve student learning and student success initiatives
6. Share sustainable, model initiatives with local, national, and global colleagues
7. Strengthen methods for effective planning, evaluation, and assessment
8. Achieve regional and national recognition for the implementation and use of information technology in support of student success.
9. Demonstrate excellence in fiscal responsibility and accountability to the public