

## **Decade of Promise: 2010 The Strategic Priorities**

*Every effort has been made to develop measurable goals throughout the plan. In addition to collecting and reporting data to document how goals have been met, methods as benchmarking, state and national reports, surveys, and focus groups will be employed. In some cases, information may be qualitative.*

### **Priority 1**

*Provide quality programs and services*

**Edison College will cultivate an academic climate that is challenging, engaging, and personal in order to position its graduates for transfer success, rewarding careers and as global citizens**

**Goal 1: Strengthen and improve academic programming through a continuum of learning that emphasizes learning outcomes, demonstrates job relevance and instills general education competencies**

#### Objectives

1. Strengthen education opportunities across the district by implementing the *Edison College Academic Plan*
2. Provide programs addressing workforce gaps identified through regional needs assessments at all levels
3. Through the Student Learning Outcomes Committee, evaluate progress and implement improvement strategies toward students' achievement in general education and career programs
4. Meet stated goals in the statewide Accountability Plan
5. Increase the emphasis on multiculturalism across the curriculum through faculty professional development and interdisciplinary curricular initiatives
6. Respond to results of the *Community College Survey of Student Engagement, Faculty Surveys, Noel Levitz Survey*, leaver surveys, graduate surveys and other student input for purposes of improvement
7. Expand Edison College BAS enrollment by 5% per semester and expand baccalaureate program offerings with State and SACS authorizations
8. Develop new teacher training opportunities including the Bachelor of Science in Secondary Education, Science and Mathematics programs
9. Forge stronger connections across the credit and non-credit sectors of the district's academic programs and services
10. Develop the concept, and implement the academic and support programs, to fortify our *Cultural District* approach to education and community outreach
11. Create Edison Virtual College offerings to include degree programs, discipline certificates and individual courses supported by appropriate student and technology services
12. Explore establishing a Collegiate Preparatory Institute to better prepare students for a successful college experience
13. Plan course and program rotations to expand service to students in outlying areas
14. Create educational pathway systems that define students' goals and increase students' awareness of transfer opportunities to achieve their educational goals

## **Priority 2**

*Build capacity for learning and renewal*

**To support its educational mission and commitment to community, Edison College will ensure a strong student body, outstanding faculty and staff, and stimulating environment for living and learning**

**Goal 1: Achieve enrollment increases of 3% annually (17,000 students by 2010) by increasing the diversity of students, improving retention, and increasing resources for programs and services**

### Objectives

1. Implement recruitment strategies to attract more students directly from high school, especially minority students, to achieve the goal stated in Accountability Measure 1.1.
2. Study and implement specific retention improvement strategies targeted to address: associate degree completers, FTIC retention, fall to fall retention within specific disciplines, and retention within minority populations achieving a 5% improvement in each of these categories by 2010
3. Meet stated goals in the annual Equity Plan, concentrating on increasing the retention and success rates of ethnic/minority students and achieving a more diverse faculty
4. Ensure student support services commensurate with student needs (day, evening, weekend)
5. Engage in international recruitment initiatives
6. Develop stronger K-16 learning and career pathways
7. Explore establishment of a Charter High School at the Charlotte Campus
8. Provide well-qualified faculty to support student achievement of academic goals
9. Ensure excellent customer service, efficient operations, and high quality facilities maintenance through service level assessments

**Goal 2: Provide competitive compensation and professional development opportunities for faculty and staff**

### Objectives

1. Develop Teaching and Learning Centers at all campus locations and encourage the dissemination of successful teaching and learning paradigms
2. Recognize and support administrators, faculty, and staff for innovations that promote excellence and efficiency through recognition, compensation, or other benefits

**Goal 3: Provide hallmark environments for learning, teaching and living with superior facilities, technology, and campuses of great aesthetic appeal**

Objectives

1. Provide high quality facilities, equipment and technology for learning and teaching as outlined in the Educational Plant Survey, Capital Improvement Program (Facilities Master Plan), and Technology Plan to meet the needs of learners
2. Build a new classroom facility at the Lee Campus
3. Build a nursing annex at the Lee Campus, with a medical museum
4. Build a health sciences hall at the Collier Campus
5. Establish a Cultural Park at the Charlotte Campus
6. Continue planning for the Curtis Campus groundbreaking in LaBelle in partnership with Bonita Bay
7. Facilitate decreased drive time for students through alternative instructional delivery systems, methods and formats
8. Explore student housing, pursuing contractual arrangements or partnerships for financing and construction as indicated
9. Implement comprehensive safety and security plans district wide including commensurate training
10. Expand opportunities for students to compete with peers through sponsored academic competitions and intramural sports
11. Renovate the Richard H. Rush Library to create an engaging, state-of-the-art environment
12. Develop and implement plans for additional campus and building expansions
13. Optimize use of facilities through more efficient scheduling based on space and room utilization reports

**Goal 4: Enhance the overall educational environment district wide through the Edison College Foundation, Inc. and other diversified funding resources**

Objectives

1. Communicate priority needs annually from the Edison College Board of Trustees to the Edison College Foundation, Inc.
2. Expand expertise for proposal development and grantsmanship
3. Utilize Edison College Foundation, Inc. funding and the State Facilities Matching program to support new construction
4. Achieve stated goals in the Edison College Foundation, Inc. Strategic Plan

### **Priority 3**

*Create and sustain partnerships*

**To attract additional students, donors, and supporters, Edison College will engage in partnerships, communications and outreach initiatives creating greater awareness of its quality education and cultural opportunities**

#### **Goal 1: Strengthen Edison College's branding within local, state, national and international markets**

##### Objectives

1. With professional marketing assistance, infuse innovation in recruitment, marketing, advertising and promotional activities
2. Heighten activities related to drawing attention to Edison College's excellence, including dedication events such as the Richard H. Rush Library dedication
3. Seek awards and grants from national/state/regional organizations, with commensurate publicity
4. Submit news items to AACC Community College Journal, Community College Week, Chronicle of Higher Education and other national/state/regional publications

#### **Goal 2: Engage in recruitment initiatives to achieve College enrollment goals and design related district wide publications with sections tailored to each campus**

##### Objectives

1. Attract additional potential students, residents, and visitors to the campuses
2. Engage in district wide recruitment initiatives with focus on improving matriculation rates from area high schools
3. Evaluate the effectiveness of all student-related publications including the Catalog, course schedule, student handbook, view book, and program brochures to maximize information dissemination at the district and campus levels, promote cost efficiencies, and provide career pathways

#### **Goal 3: Generate support for Edison College through successful alumni**

##### Objectives

1. Recognize successful alumni and cultivate participation for financial support, recruitment and outreach
2. Establish an annual alumni event beginning in 2008

#### **Goal 4: Improve communications concerning Edison College programs, services, events and cultural programming**

##### Objectives

1. Proactively distribute news releases and Edison College press kits
2. Publish *Changing Lives* magazine each Fall and Spring
3. Enhance functionality of College web pages, portal, and other e-communication tools

**Goal 5: Assist in community development and economic expansion by strengthening business partnerships, community learning resources, and cultural programming**

Objectives

1. Increase Edison College's role in economic development, cultural leadership and service to community
2. Plan and construct the University of Florida Pediatric Dental Facility and Edison College Early Childhood Development Center at the Collier Campus
3. Continue planning for the Charlotte County Regional Library at the Charlotte Campus
4. Develop a collaborative and comprehensive approach to sustaining health care partnerships in support of our allied health programs
5. Collectively designate Lee Campus cultural resources as the Edison Cultural Center, to include a fine art museum with a permanent collection

**Priority 4**

*Ensure continuous improvement*

**To assure outstanding, effective and efficient services, Edison College will foster a climate of continuous improvement**

**Goal 1: Assess and improve operations at the district, campus and department levels**

Objectives

1. Establish and evaluate outcomes for all educational programs, student support services and administrative services
2. Through annual Planning and Assessment Committee reports to the District President and Executive Council, evaluate progress toward achieving goals and use the findings to adjust goals as needed to develop new action steps for the upcoming year.
3. In Spring 2010, deliver a Strategic Plan Evaluation reflecting the status of the *Decade of Promise: 2010* to the Board of Trustees and College community
4. Utilize the Strategic Plan Evaluation as the basis for developing the successor strategic plan and the Quality Enhancement Plan for the Southern Association of Colleges and Schools (SACS) reaffirmation process scheduled for 2012

Approved by Edison College District Board of Trustees, May 22, 2007