

**Dona Ana Branch Community College
Strategic Planning Goals
1988-89 through 1992-93**

GOAL 1. Expand the number of degree programs, services offered and research conducted by the college to meet the educational needs of the citizens of New Mexico.

A. Developmental Studies Program Expansion

1. Expand developmental studies program and services to accommodate a steady transfer of 25% of main campus remedial enrollment for four consecutive years beginning in 1988.
2. Provide adequate staffing and facilities to accommodate 100 additional student FTE each year.
3. Continuously monitor developmental program effectiveness to maintain at least a 66 percent success/retention rate.

B. Degree Program Development

1. Develop new trade and industrial programs, both certificate and associate degree, and provide additional facilities. Update and evaluate needs assessments that would complete the 1982 Master Plan Study. Programs provided include the following:

Carpentry
Auto Body
Electrician
Plumber
Diesel Mechanic
Sheet Metal Worker

2. Expand Area Vocational School to bring additional high school students from area independent public school districts into the community college vocational/technical programs for their senior year.
3. Expand certificate training opportunities which compliment existing programs and capitalize on existing facilities, courses, and staffing in the following areas:

a. Occupational Business related programs:

Institutional Management (Hotel/Hospitality, etc.)
Merchandising
Advertising
Procurement Specialist
Financial Services

b. Secretarial Administration related programs:

Legal Secretary
Medical Secretary
Medical Records Technician
Paralegal
Bilingual Secretary

c. Electronics Technology related programs:

Microcomputer Repair
Consumer Electronics
Fiber/Laser Optics

4. Develop proposals to expand allied health occupation offerings, both certificate and associate degree to include the following areas:

Dental Hygiene
Dental Assistant
Medical/Lab Technician
Home Health Aide
Paramedic
Nurses Aide

5. Provide assistance and explore feasibility of developing a child care training program in conjunction with proposals under consideration for providing child care services at the main campus.

6. Develop an on-going needs assessment program in conjunction with evening and part-time programs and the Small Business Assistance Center to systematically assess demand for occupational programming in the community college service area.

C. Revenue Enhancement

1. Request the inclusion of instructional funding for developmental studies program expansion in the Commission on Higher Education (CHE) recommendation to the legislature beginning in 1989.

2. Request program start-up costs from the CHE, State Department of Education (SDE), and other identified sources to fund program initiatives outlined in Degree Program Development.

GOAL II. Develop comprehensive student services to meet the educational needs of students in the college.

A. Admissions/Registration

Provide comprehensive admission/registration services and relevant staff training to allow for on-line admission processing, generation of registration documents, and initial collection of tuition payments at the community college. (1988)

B. Testing/Advisement/Retention/Counseling

1. Continue to refine the Advising and Early Alert systems through staff training and expanded data collection.
2. Expand counseling staff to two FTE to accommodate growing student population. (1989)
3. Develop and implement a peer counseling program. (1989)
4. Provide educational diagnostician services. (1991)

C. Financial Aid

Provide a financial aid counselor to coordinate services to include Federal and New Mexico Financial Aid Program, Job Training Partnership Act classroom training, Veterans Administration and scholarships. (1990)

D. Student Activities

1. Assist the Student Council in formulating appropriate bylaws and guidelines to allocate and expend funds generated by the new student activity fee.
2. Encourage the development of student sponsored activities by providing staff and facilities support.

E. Adult Basic Education (ABE)/Tutoring/Literacy Volunteer of America (LVA)

1. Improve integration of ABE, handicapped, developmental and JTPA career services with the instructional programs of the community college.
2. Expand ABE services through coordination with private business and industry in Dona Ana County. (1990)
3. Add English as a Second Language (ESL) component to LVA. (1991)
4. Guide LVA program toward more effective communication and outreach in Dona Ana County. (1989)
5. Expand the use of computer aided instruction tutorials in the learning center. (1989)

F. Placement

1. Develop and staff a college wide placement service. (1988)
2. Initiate formal follow-up studies of graduates and non-graduates for use in program planning, curriculum revision, career counseling and program evaluation. (1989)

GOAL III. Provide off-campus instruction at the graduate and undergraduate level for those New Mexicans that logistically cannot attend the main campus or a branch community college.

A. Needs Assessment

Assist White Sands Missile Range (WSMR) Education Services office in conducting needs assessment for offering community college programs at WSMR. (1988)

B. Modes of Delivery

1. Develop a more unified community college service effort in the communities of Hatch, Gadsden and Sunland Park. (1988)
2. Offer classes for credit in Hatch, Anthony, Sunland Park and WSMR. (1989-93)

C. Facility Needs

Identify and negotiate for use of off-campus facilities in the communities within Dona Ana County.

1. Open a new learning center in Hatch. (1988)
2. Obtain building and open a new learning center in Anthony. (1988)
3. Expand into available learning center facilities in Sunland Park. (1989)

GOAL IV. Expand the continuing education function of the college.

- A. Survey the Las Cruces, Dona Ana County business and industry community for professional development, licensure and maintenance of certification needs during 1988.
- B. Request transfer of non-traditional education function to Community College from Human and Community Services. (1991)

GOAL V. Provide physical facilities for the college in the near future to house all departments on the main campus in one building or in one general area; provide adequate facilities for the branch campuses to meet enrollment growth, program changes and expansions.

- A. Prepare a facilities master plan to include enrollment projections and space utilization projections for 1988-93. Incorporate the

following identified building needs into the facilities master plan.

1. Request approval through the CHE to present a capital outlay funding request to the 1989 legislative session for construction of a building for Developmental Studies program. The building is necessary to provide additional classroom and faculty office space. Preliminary estimates indicate a need for a 20,000 sq. ft. facility at a cost of approximately \$1.5 million.
2. Implement a remodeling project to accommodate the growing community college service functions. (1988)
 - a. Remodel existing front office areas to provide a centralized student development complex. (1989)
 - b. Remodel and renovate the commons area, retail marketing store, and general classrooms of the original campus building to include carpeting and acoustical insulation. (1989)
3. Request approval through the CHE to present a capital outlay funding request to the 1989 legislative session to construct the expansion for the Trades and Industry building provided for in the 1982 Master Plan Study. In September, 1987 request approximately 30,000 sq. ft. at a cost of \$2.0 million.

B. Request NMSU Board of Regents to allocate additional land for future expansion of the community college.

GOAL VI. Develop effective internal and external communications channels with the university and college units to explain existing services and to explore new services which the college may provide.

A. Professional Development

Formulate a professional development plan (PDP) for all Community College faculty and professional staff. (1990)

B. Instructional Development

1. Establish program review procedures as part of the community college planning process to review each instructional program every three years. (1988)
2. Implement a locally developed machine scored instrument for student evaluation of teaching. (1988)
3. Develop a formal orientation/PDP program for all part-time faculty. (1989)

4. Initiate formal performance evaluation procedures for all part-time faculty. (1990)

C. Internal Communications

1. Implement an integrated planning process involving the community colleges' instructional programs and administrative units to include:
 - a. Fall review of strategic planning priorities and assumptions.
 - b. Review and update of two year operational plans by each unit in February.
 - c. Annual budget request preparation by each unit in March.
2. Continue publication of weekly faculty and staff newsletter.
3. Update Faculty Manuals and Part-Time Faculty Handbooks annually.
4. Develop a microcomputer based room scheduling system and publish a building utilization policy. (1988)

D. External Communication

1. Create an Annual Report for external marketing. (1988)
2. Develop a new community college video for recruitment and other presentations. (1989)
3. Publish and distribute comprehensive schedules in the summer, fall and spring for credit, community services and ABE offerings.
4. Implement and publish the revised community college mission and values statements. (1988)
5. Formalize Area Vocational School curriculum articulation agreements with area independent public school districts (1989) and assist in providing staffing to coordinate the program. (1991)
6. Explore feasibility and prepare plan to establish a Dona Ana Branch Community College Alumni Association. (1990)
7. Explore feasibility and prepare plan to establish a Dona Ana Branch Community College development foundation. (1991)