6.1 PROGESS AND ACCOMPLISHMENTS–2014-15–SONOMA COUNTY JUNIOR COLLEGE DISTRICT CROSS-COMPONENT–YEAR-END REPORT

Goal Rank	Location	Goal	Objective	Time Frame	Resources Required	Area	Strategic Plan Goal	Person(s) Responsible	Accomplishments
	ALL	1.0 Provide leadership to serve our diverse communities by strengthening our connections through engagement, collaboration, partnerships and programs that meet the needs of our multicultural community.	1.1 Continue to identify and sponsor workshops on topics related to Cultural Competency to our workforce and students 1.2 Continue to explore outreach strategies to attract a qualified and diverse pool of applicants for faculty, staff, and management positions at the College.	2014-15	Staff time in Human Resources as well as money for workshop presenters.	District-wide	3	President and Vice Presidents and select staff in Human Resources	In 2014-15, SRJC delivered **50** workshops open to all staff related to Cultural Competency And Culturally Responsive Teaching. A complete list of the workshop titles are available through the Professional Development office. With the implementation of an on-line applicant tracking system (NeoGov) we have experienced a significant increase in our applicant pools. Our targeted advertising sources have also helped to continue attracting a diverse group of applicants to our employment opportunities. We also implemented an EEO monitor training program and have required the use of committee monitors for two years for Regular Faculty and Management recruitments. This has improved objectivity with our hiring committees as well as a significant increase in hiring diverse faculty and staff.

6.1 PROGESS AND ACCOMPLISHMENTS–2014-15–SONOMA COUNTY JUNIOR COLLEGE DISTRICT CROSS-COMPONENT–YEAR-END REPORT

Goal Rank	Location	Goal	Objectives	Timeframe	Resources Required	Area	Strategic Plan Goal	Person(s) Responsible	Accomplishments
	District Wide	2. Enhance District-Wide Emergency and Disaster Preparedness in Support of Strategic Plan Goal F	2.1 Continue to foster cross-component support that would ensure a coordinated effort between the District EOC and the DOC's on campuses sites during an emergency/disaster, and meet the District's initiative to reflect the College's commitment to maintain readiness in the event of an emergency.	Ongoing/ June 2014	Est. $10.000 Emergency Prep. Acct.		1/2/3/4/5 /6/7/8	Ichsan President and Vice Presidents	Complete and ongoing. Created 5 - EOC/DOC Section Training Courses for delivery beginning 5/19/15. Each course brings together members of the Campus and Center DOCs with those of the Districts EOC.
			2.2 Provide an update on District preparedness to the President and Board.	Ongoing/ Fall 2013	Staff Time		1/2/3/4/5 /6/7/8	Ichsan	Complete. Updated Policy/Procedure 6.12/6.12P Emergency Preparedness and Management Policy and Procedure, with Board approval on 3/10/15.
			2.3 Implement the next phase of the Emergency Management Program with an outreach to the Santa Rosa community by developing and launching the Building Safety Coordinator/ Area Safety Coordinator program. Establish evacuation area protocols with Facilities Operations.	June 2014	TBD for Supplies Emergency Prep. Acct.		1/2/3/4/5 /6/7/8	Ichsan/Kuula President and Vice Presidents All	Complete. Completed first round of BSC/ASC identification. Created a BSC/ASC Introduction Course for delivery 6/29/15. Worked with SR Fac. Ops. to create an Exterior Team modeled after the one at the Petaluma Campus. The ET completes the communication loop between the Evacuation Areas, BSCs, Fac. Ops. and ultimately the EOC.

			2.4	Continue to develop the permanent EOC in Pedroncelli by having the Sections set-up their respective areas. The EOC will also be utilized for District-wide regulatory required training (e.g. monthly NESO/Dis Prep, EOC/DOC, BSC/ ASC).	Spring 2015	Est. $9,000 Emergency Prep. Acct.		1/2/3/4/5 /6/7/8	Ichsan/Kuula/ Navarrette/ Maremont-Silver/ Bielen/Rudolph/ Roberts/Jolley/ Saldana-Talley/ Chapman/Diggs	Complete. Designed, had manufactured and installed, 5 custom EOC Section Stations for $30,000 to preserve EOC room for District Police meeting/training use. Worked with Fac. Ops. to realign back-up generator electrical to stations. Worked with IT to purchase computers and multi-function copier and install new network and phones for each station.
			2.5	Develop and implement exercise that is campus/ site specific covering possible topics such as earthquake preparedness, active shooter, special needs, disruptive individuals, fire, bomb threat, etc.	Ongoing/ June 2015	Staff Time		1/2/3/4/5 /6/7/8	Kuula/Ichsan Presidents and Vice Presidents	Complete. In addition to the EOC/DOC section trainings, working on a table top exercise focusing on an active shooter situation, and a functional exercise focusing on a severe winter storm prior for Fall 2015.
			2.6	Continue to provide leadership and foster established relationships for District practices in emergency and disaster.	Ongoing/ June 2015	Staff Time		1/2/3/4/5 /6/7/8	Ichsan/Kuula	Complete and ongoing. In addition to the EOC/DOC section trainings, applied to host a FEMA course titled: L0363 Multi-Hazard Emergency Planning for Higher Education.

Goal Rank	Location	Goal	Objectives	Timeframe	Resources Required	Area	Strategic Plan Goal	Person(s) Responsible	Accomplishments
			2.7 Participate in the Great California Shakeout not only with the Operational Area, but also to test/practice District procedures such as, Alert U, Net Support Notify, duck, cover and hold-on (where applicable), etc.	October 2014	Staff Time		1/2/3/4/5 /6/7/8	ALL	Complete. Used the ShakeOut to activate the SR Exterior Team, some BSCs and ASCs as a few classes to test modifications to the communication plan.
			2.8 Provide leadership to the North Coast College University Mutual Aid Group as program manager of the six Community Colleges and three CSUs.	Ongoing/ June 2015	NCCUMAG Acct.		1/2/3/4/5 /6/7/8	Ichsan/Bielen Kuula	Complete and ongoing. Met with NCCUMAG at the Cal Maritime Academy. SRJC arranged and hosted a Disaster Finance and Cost Recovery Training sponsored by NCCUMAG. SRJC offered mutual aid support to Napa Valley College for recovery from the earthquake. Mutual aid was not needed at the time.
Goal Rank	Location	Goal	Objectives	Timeframe	Resources Required	Area	Strategic Plan Goal	Person(s) Responsible	Accomplishments
	ALL	3.0 Provide leadership for an institutionalized response system to vet, write and submit federal, state, local and foundation grants to support programs and services at SRJC	3.1 Utilize grants coordinator and AAC/SSC managers to plan for grants submissions one year out 3.2 Submit at least 6 grants for federal or foundation funding for amounts over $200K per grant each year with 50% success	2014-15	Hanover Grants, dean and staff time. Cabinet commitment, faculty involvement.	Academic Affairs, Student Services	01, 02, 07	Cathy Wilson, Mary Kay Rudolph, Ricardo Navarrette, Jane Saldana-Talley	3.1 Developed (with Hanover Research, with whom the district has a contract) a rolling annual calendar of Federal funding opportunities reviewed quarterly by cabinet. 3.2 Submitted seven (7) grant proposals for $6.905M and awarded two (2), including the Title V (HSI) grant and the TRIO SSS grant, for $2,888,000 in funds for a 30% success

Goal Rank	Location	Goal	Objectives	Timeframe	Resources Required	Area	Strategic Plan Goal	Person(s) Responsible	Accomplishments
									rate this past year.
	District wide	4.0 Develop a strategy to eliminate the District's Long-term Structural Imbalance	4.1 Identify sizable areas of (either) revenue enhancement or cost reduction, such that ongoing expenditures are maintained within on-going revenues.	2014-15	Staff Time, and willingness on the part of all constituency groups to place the fiscal health of the District as **_the_** highest priority	All	07	President, Vice Presidents, Constituency Group Leaders	In Progress. In March 2015, the V.P. of Finance and Administrative Service presented the President a plan that would cut the District's estimated $6 million structural imbalance by half in 2015-16, and eliminate the problem by 2016-17. The plan required certain negotiated contingencies, which did not come to fruition.

The Governor's subsequent final budget for 2015-16 provides enough new, on-going revenue to offset the structural imbalance created through 2014-15.

New 2015-16 expenditures (mostly related to salary and benefit increases) are again causing ongoing expenditures to exceed ongoing revenues, but the new structural imbalance is smaller (≈ $4 million).

Elements of the March plan are still viable, and could be used to further |

									reduce the structural imbalance in 2016-17. The large influx of "one-time" money from the Governor's 2015-16 budget will give the District a little more time to deal with its structural imbalance.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—ACADEMIC AFFAIRS—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	02	01	1. Foster learning and academic excellence by providing effective programs and services.	Support and promote teaching excellence across all disciplines.	2014-17	Staff time, coordination with Professional Development and Academic Senate, utilize potential new Chancellor's Office funding stream	1. Implemented new Faculty Professional Learning Program to include Communities of Practice and more choice for new faculty members. This year's Communities of Practice included Reading Apprenticeship, Habits of Mind, Technology in Education, Writing across the Curriculum and Multicultural Education. 2. Spring Professional Development Days increased the number and variety of workshops available to faculty with increased focus on diversity and teaching, including a semester-long focus on work-life balance. 3. Teaching and Learning Institute included sessions on Universal Design for Learning and Effective Practices for Hispanic-Serving Institutions. 4. Continued Teaching and Learning Certificate program recognizing part-time faculty who participated in year-long Teaching and Learning Institute series or semester-long Community of Practice. 5. Entirely online Moodle training developed for faculty teaching online. 6. Summer MOOT Camp developed for online teachers. 7. Offered a year-long Reading Apprenticeship professional learning Series to help faculty apprentice students into disciplinary ways of reading and thinking. 8. Innovations Institute provided professional learning in Habits of Mind and Reading Apprenticeship. 9. The Library led a series of technology-in-instruction workshops attended by over 50 faculty who got hands-on practice using resources to enrich student learning through engaging content. 10. Hosted an information discovery conference at Doyle Library attended by over 35 librarians from secondary and tertiary institutions to showcase innovative methodologies of academic research used at SRJC libraries that increase student success in using academic-level resources in coursework.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—ACADEMIC AFFAIRS—YEAR-END REPORT

Rank	Location	SP	M		Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	02	01	2.	Foster learning and academic excellence by providing effective programs and services.	Integrate academic and student support services across the college.	2014-17	Efficient communication mechanisms, adequate staff and time for collaboration, identify specialized funding (grants, etc.)	1. Planned for the launch of three new learning communities with integrated academic and student services support, including Connections Pathway, Umoja Learning Community, Promoting and Supporting Student-Athlete Student Success Learning Community, and Asian Pacific American Student Success (APASS) Learning Communities. 2. Fall 2014 launch of Annual Student-athlete Orientation Day, hosted by Kinesiology, Athletics and Dance in conjunction with Student Services groups, faculty and others. 3. Promoted and encouraged participation in JAM sessions in preparation for English and Math placement tests. 4. Made improvements to the student-athlete Progress Reports - possible changes to delivery/response system (electronic vs. paper).
0001	ALL	02	01	3.	Foster learning and academic excellence by providing effective programs and services.	Identify and implement responsive instructional practices that increase the learning and success of our diverse students.	2014-17	Staff time, coordination with Professional Development and Academic Senate, utilize potential new Chancellor's Office funding stream	1. SRJC hosted a regional math conference in April with speakers addressing student equity, the common core, and the Statistics pathway as an innovative strategy to help students meet graduation requirements in math. 2. The library partnered with Petaluma High School to create a college-readiness information literacy (LIR10) class for successful student high school to college transition that will be offered in fall 2015. 3. Hosted an information literacy and student success conference at Doyle Library attended by over 65 faculty librarians from state-wide community colleges to develop effective teaching strategies for diverse student populations. 4. The library collaborated with discipline faculty to expand learning opportunities through the integration of over 100 class-focused research guides directly in support of student assignments. 5. CSKLS/Tutorial Department introduced online tutoring to the college community through the implementation of Smartthinking.
0001	ALL	02	01	4.	Foster learning and academic excellence by	Engage students and spark intellectual curiosity in learner-	2014-17	Staff time, coordination with Professional Development and Academic Senate, utilize potential	1. Launched the Peer Assisted Learning Specialists (PALS) program in spring 2014, providing peers to 49 sections of Math, English and CTE disciplines.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
				providing effective programs and services.	centered environments.		new Chancellor's Office funding stream, intense collaboration with Student Services	2. The Forensic Speech program provided the students with statewide and nationwide competitive experiences. 3.. The Oak Leaf, the campus newspaper continued on its award- winning pathway. A growing number of student writers, editors and designers experience real-life, project- and team-based learning. 4. In partnership with one of the largest information vendors in the US, the library developed an online instruction tool that allows faculty to directly integrate academic journals and e-books into their online and blended classrooms. 5. Through strong, collaborative curriculum integration, library instruction reached 9,307, or 40% of the for-credit SRJC students.
0002	ALL	01	01	5. Support development of the whole student from early college awareness through successful completion of educational and career goals.	Increase the number of students who complete their educational plans and goals.	2014-17	Academic Affairs and department chair collaboration and time, coordination with Curriculum Committee and Student Services, IT and OIR cooperation for reporting, promotion of importance of completion.	1. Over the past 3 years, SRJC has approved 21 Associate Degrees for Transfer, establishing a clear transfer pathway and a guaranteed admission to a CSU campus. 2. In spring 2014, planning began to launch the Connections pathway established a 3 year plan for completing general education and a major for Latino/a and low income students. 3. Implemented new priority registration access for student athletes in spring 2015. 4. The library increased access for students in financial need, and for first generation students who often enter college with limited knowledge of academic jargon, behaviors, and expectations. Over 42% of students who accessed textbooks through library course reserves were eligible for financial aid; 31% were first generation college attendees.
0003	ALL	03	01	6. Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships,	Meet the lifelong educational and career needs of our communities (e.g., seniors, emerging populations, veterans, re-entry students).	2014-17	Dedicated staff time for identification of areas of community need, development of plan to provide services (i.e., County jail inmates). Funding for programmatic offerings, adequate teaching and support staff.	1. Media Services facilitated 60 meetings and information events pertaining to service and outreach to diverse populations including economically disadvantaged, low-income, ESL, foster care, and other special groups in our diverse community. 2. The Library ran 18 web-based outreach features celebrating diverse populations

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
				innovation and leadership.				including African American heritage, Asian American/Pacific Islander heritage, Hispanic/Latino heritage, the veteran experience, the migrant experience, Women's History Month, Mexican American cultural awareness, Native American heritage, etc. 3. Launched Co-Enrollment program to allow students, community members and employees to retake a class for no credit. 4. More than doubled the number of classes offered in our Active Older Adults Program in two years (Fall 2013, 29 classes; Fall 2015 70 classes) 5. Continued expanding geographic scope of NC ESL program to include classes at El Molino HS in Forestville and El Verano ES in Sonoma. 6. Partnered with the Community Action Partnership to provide quality child care allowing more adults to attend NC ESL classes while providing family literacy development training. 7. AB86 Regional Plan for Sonoma County Adult Education Consortium approved by CCCCO. 8. Academic Affairs launched Connections, the guided pathways portion of the H.S.I. grant, with a 3-year curriculum focusing on American diversity and global awareness.
0004	ALL	05	01	7. Establish a culture of sustainability that promotes environmental stewardship, economic vitality, and social equity.	Infuse sustainability across the curriculum and promote awareness throughout the District.	2014-17	Staff time, coordination with Professional Development and Academic and Student Senates, coordination with Curriculum Office and identification of other potential partners.	1. The libraries encouraged good environmental stewardship by recycling 5,900 gallons of waste product per year. 2. Through an e-mail e-notification project, the libraries saved 12,000 sheets of paper per year in library notices. 3. Lists of courses due for review during the current academic year are distributed electronically to deans and department chairs
0005	ALL	06	01	4. Cultivate an inclusive and diverse organizational culture that promotes	Recruit and hire outstanding faculty and staff and implement an exemplary professional development program.	2014-17	Staff time, coordination with Professional Development, Human Resources and Academic Senate, utilize potential new Chancellor's Office funding stream	1. Health Sciences held a Healthy Workplace Workshop for classified support staff on April 23, 2015. 2. Funded Director of Distance Education as a full-time position beginning 2015-16.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
				employee engagement, growth, and collegiality.				3. In one academic year, librarians conducted over 260 course integrated instruction sessions, reaching 13 clusters and providing instruction across 28 disciplines working with 105 instructors. 4. Launched Fitness classes for college employees through Community Education.
0006	ALL	07	01	5. Pursue resource development and diversification while maintaining responsible fiscal practices and financial stability.	Pursue alternative funding sources including grants and partnerships to support our diverse communities and students.	2014-17	Funding for grant-writing and coordination (i.e., contracts with Hanover Grants, etc.). Dedicated staff to support pursuit of grants (i.e., dean and support staff). Collaboration with all other internal and external partners.	1. Faculty members representing the Doing What Matters industry sectors have been collaborating with their high school counterparts to develop stronger connections and curricula alignment. We are involved with 3 primary grants: NCCPA Grant (SCOE), eight 60% Enhancement Grants, and six 40% Enhancement Grants. 2. Based on student achievement as measured by national CASAS assessment system, NC ESL WIOA grant increased to $308,000. 3. Applied for and received $2.65 million in Title V funding for HSI Development. 4. Developed annual grant application schedule with Hanover partners.
0006	ALL	07	01	6. Pursue resource development and diversification while maintaining responsible fiscal practices and financial stability.	Manage enrollment and course offerings to maximize apportionment funding.	2014-17	Sufficient time and resources (i.e., IT support), collaboration with Student Services, PIO and Business Services.	1. In spring 2014, planning began for a new Student Completion component of the Enrollment Management System that will allow deans to plan schedules up to a year in advance with detailed information about enrollment patterns. 2. Developed a comprehensive enrollment management plan to meet SRJC's enrollment goal for 2014-17. 3. Applied for and received $2.65 million in Title V funding for HSI Development. 4. Developed annual grant application schedule with Hanover Research partners.
0007	ALL	08	01	7. Continuously improve institutional effectiveness in support of our students, staff and communities.	Fully implement continuous quality improvement strategies to achieve greater transparency, effectiveness, efficiency, and participation.	2014-17	Adequate funding and time to expand opportunities for communication, process review and improvement in order to increase participation by internal community.	Provided leadership as ALO for a successful accreditation visit in spring 2015.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—ACADEMIC AFFAIRS—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0007	ALL	08	01	8. Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships, innovation and leadership.	Provide relevant career and technical education that meets the needs of the region and sustains economic vitality.	2014-17	Dedicated staff time for identification of areas of community need, development of plan to provide services (i.e., County jail inmates). Funding for programmatic offerings, adequate teaching and support staff.	1. SRJC participated in a Department of Agriculture International Student Program and hosted 13 International students studying CTE disciplines. 2. Provided a series of cultural programs and initiatives. This year examples include four plays, eight musical concerts, and four gallery exhibits. Especially important was the first truly multidisciplinary exhibit combining science and the arts. 3. Presented at several local middle schools to promote STEM and CTE career pathways. 4. Hosted Expanding Your Horizons program on the SRJC campus to encourage female middle school students to pursue STEM and technical career pathways. 5. Developed new Mechatronics Program with significant industry consultation to train students for employment across a wide range of disciplines. 6. Health Sciences held a health care career fair for 50 high school students in April 2015. Partnering with Latino Health Care providers to host a health care career fair and expand this concept with a goal of 200 high school students in 2015-16. 7. Expanded the number of instructional service agreements from nine to eleven. 8. Farmworkers Institute for Education and Leadership Development (FIELD) now providing SRJC instruction of Sustainable Agriculture and Work Experience courses; 9. Collaborating with regional community colleges and apprenticeship programs to develop and offer pre-apprenticeship courses. 10. Expanded College Skills Spanish GED classes to the Sonoma Valley in partnership with HEP and La Luz. 11. Expanded HEP services to Napa County in partnership with Napa Valley Adult School. 12. Host Mexican Consulate visit for community members, included ESL, Counseling and reentry services for potential students. 13. Held Non Credit ESL student conference at Southwest Center, included academic departments and services for students to enroll in.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—ACADEMIC AFFAIRS—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
								14. Provided a series of cultural programs and initiatives. This year examples include four plays, eight musical concerts, and four gallery exhibits. Especially important was the first truly multidisciplinary exhibit combining science and the arts.
0008	ALL	02	01	9. Foster learning and academic excellence by providing effective programs and services.	Develop a comprehensive enrollment management plan to meet SRJC's enrollment goal for 2014-15.	2014-15	Dedicated staff time for research on best practices and development of a comprehensive plan. Funding for identified strategies and products.	The SRJC Strategic Enrollment Plan was developed and thoroughly reviewed by all constituent groups (AAC, SSC, Academic Senate, DCC/IM) and the college community at a series of forums in spring 2015. The final three-year plan was adopted for implementation in AY 2015-16 through 2017-18. The goal is a 6% increase in FTES overall with 2% increases annually.
0009	ALL	08	06	10. Continuously improve institutional effectiveness in support of our students, staff and communities.	Provide leadership as ALO for a successful accreditation visit in spring 2015.	2014-15	Funding for faculty and staff time, dedicated Web presence, development of systems to implement recommendations. Funding and staff time for External Evaluation Visiting Team visit.	The SRJC Accreditation Self Evaluation was approved by the Board of Trustees and submitted to ACCJC in January 2015. The 11-member External Evaluation Visiting Team completed their review and reported back to the ACCJC in March, 2015. The ACCJC reviewed and reaffirmed SRJC's full accreditation status at the June Board meeting. A follow-up report is due to the ACCJC in March 2016, addressing six recommendations.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	06	07	1. In conjunction with the President, and other Components, develop a strategy to reduce, and eventually eliminate, the District's "Structural Imbalance," which threatens the District fiscal health.	In conjunction with the President and the other Components, identify sizable areas of (either) revenue enhancement or cost reduction.	2014-15	Staff Time and commitment to the effort	**In Progress:** In March 2015, the V.P. of Finance and Administrative Service presented the President a plan that would cut the District's estimated $6 million structural imbalance by half in 2015-16, and eliminate the problem by 2016-17. The plan required certain negotiated contingencies, which did not come to fruition. . In the mean-time, the Governor's subsequent final budget for 2015-16 provides enough new, on-going revenue to offset the structural imbalance created through 2014-15. Unfortunately, new 2015-16 expenditures (mostly related to salary and benefit increases) are again causing ongoing expenditures to exceed ongoing revenues. But, the new structural imbalance is smaller (≈ $4 million). Elements of the March plan are still viable, and could be used to further reduce the structural imbalance in 2016-17. The large influx of "one-time: money from the Governor's 2015-16 budget will give the District a little more time to deal with its structural imbalance.
0002	ALL	07	07	2. Successful passage of a Proposition 39 Bond.	Provide educational materials, answers to questions, and requested data, to voters and other interested parties, on the District's capitalization needs, and the effects/details of the bond's passage on the individual tax payer.	November, 2014	Staff time	**Completed:** The Bond was approved by the voters.
0003	ALL	07	07	3. Restructuring of the District's Health Coverage/Costs to create significant	In conjunction with the District's negotiation groups, investigate potential changes in	2014-15	Staff Time / Consultant Help.	**Completed:** The District successfully negotiated, and added, three new health plans to the District's employee healthcare

					cost-savings to the District, while maintaining quality medical benefits.	current healthcare plans, providers, or a restructuring of service premiums and shared costs, to effect significant savings, while minimally effecting medical coverage.			coverage. Employees now have five plans to choose from. The District's cost for healthcare is now capped at Kaiser HMO rates.
0004	ALL	00	00	4.	A successful 2013-14 audit, and successful review of Standard III.D by the ACCJC in March.	To proactively insure proper documentation, and regulation-compliance in those areas that will be audited by the Auditors. Provide all materials, and effectively answer all question that the Auditors might request during their Fall audit. Provide written explanation and documentation that fulfills the requirements of Standard III.D to ACCJC's satisfaction.	2014-15	Staff Time	**Completed:** The 2013-14 Audit Report was a "clean audit." Although the accreditation report recommended that the District, "… develop a plan to assure ongoing financial stability and a contingency plan to meet financial emergencies and unforeseen occurrences," the District' <u>accreditation</u> was … **Reaffirmed**.
0005	ALL	06	07	5.	Continue to provide high level support of the District's other Component areas, staff and students, as well as strive to support the District's vision and mission.	Provide the fiscal resources and other services needed by the District to help all of the District's departments run smoothly	2014-15	Staff Time, some additional budgetary expenditures (see staffing and budget requests).	**Completed:**

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—HUMAN RESOURCES—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	00	00	1. Technology Update	This proposal addresses the security of personnel files as space is strictly limited.	June 2015	The digital imaging of the personnel files addresses space and security concerns.	Still in progress.
0001	ALL	00	00	2. Acquisition of new facility or remodel current building.	To house all of the functions of the HR Department in one building.	Dec. 2015	Renovation of the current space or relocating to a new space. Work with Director of Facilities.	Still in progress.
0001	ALL	00	00	3. Develop and implement a comprehensive Human Resource plan.	Implement a comprehensive human resource plan to reflect "best practices" in recruitment, staffing, compensation, etc.	June 30, 2015	VP of HR working in consultation with the other VP's and college president may include technical assistance of a consultant.	Still in progress. The District EEO Plan for 2014-2016 was adopted by the Board of Trustees on Dec. 9, 2014. This is part of the HR Plan.
0002	ALL	00	00	4. Electronic PAF & NOA Routing	Develop a way to reduce paper and more efficiently route paperwork.	Dec. 2014	IT	Implementation of the on-line NOA program is expected Fall 2015; currently researching electronic PAF's through Escape and NeoGov.
0001	ALL	00	00	5. Centralized Professional Development Tracking for all Employee groups	a) Will incorporate flex tracking for faculty b) will track all mandatory trainings c) will track individual professional development plans.	Dec. 2014	IT time Staff planning time Staff time to convert data into new system	The Chancellor's office is expected to implement an on-line tracking system for Professional Development trainings in 2015. We anticipate that this will be the program that HR will use for tracking trainings.
0002	ALL	00	04	6. Annual On-Line Calendar of Activities	To provide a web-based calendar of training/workshops for staff throughout the year.	Dec. 2014	IT time.	A consultant has been hired to implement this goal; work still in progress.
0003	ALL	00	00	7. Electronic Database of Completed Trainings.	1. Record all employee trainings. 2. Ability to indicate which trainings specific employees must take for promotion / advancement.	Undetermined	Need to purchase an "Off-The-Shelf" product. IT cannot develop this due to lack of staff.	Still in progress.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15 – PETALUMA CAMPUS—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Area	Person(s) Responsible	Accomplishments
	Petaluma Campus	8	6	1.0 Actively engage and participate in SRJC's accreditation process	1.1 Provide campus-based leadership for a successful accreditation visit in Spring 2015	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	Completed. Vice President worked on completion of Standard I for Self Evaluation. Petaluma Leadership Council (PLC) met with visiting team members and provided a tour of the campus.
	Petaluma Campus	8	6	2.0 Participate in the successful implementation of SRJC's Strategic Plan	2.1 In collaboration with internal and external constituents, develop a site-based strategic plan that re-visions the Petaluma Campus for the future	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	In progress. New deans of Instruction and Student Services were hired spring 2015 and immediately began gathering data and information leading to the development of an educational plan for SRJC Petaluma.
	Petaluma Campus	4	6	3.0 Actively engage in planning and implementation of SRJC's Facilities Bond Measure	3.1 Make the case and communicate Petaluma Campus facilities, technology and infrastructure needs	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	In progress. Information and relevant data were utilized to support two major facilities projects to be included in the Measure H Bond language. These included advanced science labs/facilities and student center.
	Petaluma Campus	7	6	4.0 Explore, develop, implement and participate in opportunities to diversify the Petaluma Campus funding base and contribute to the reduction of the district's structural deficit.	4.1 Research and explore entrepreneurial and grant-funded programs that serve the needs of the local community, and students and staff on the Petaluma Campus	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	In progress. During spring 2015, the newly hired deans of Instruction and Student Services actively explored the opportunities available to the campus via existing grants such as HSI/HEP and investigated grant-funded opportunities for programs unique to SRJC Petaluma.
		7	6		4.2 Actively participate in district efforts to balance human	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	In progress. Members of the Petaluma Leadership Council developed a staffing plan designed to 'right size' campus classified staffing. Highest priorities were compiled

					resource and financial needs across district sites.				into a college-wide report of staffing needs and reviewed by all Vice Presidents. Recommendations to hire three positions for the campus (AAIII, SLIA, and Media Systems Tech) were made to President's Cabinet.
Petaluma Campus	6	6		5.0 In coordination with the District EOC, District Police, and Environmental Health and Safety, develop the capacity for Emergency/Disaster Preparedness and Occupational Safety on the Petaluma Campus	5.1 Continue to refine and improve upon Emergency/ Disaster Preparedness through monthly meetings of the Petaluma Campus DOC (Department Operations Center) and participation in trainings and related activities	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council/ DOC/BSC's/ ASC's	In progress. The Petaluma DOC met monthly and participated in EOC section trainings throughout the year. Nearly all campus Building Emergency Plans are completed and posted on the Petaluma website.
Petaluma Campus	6	6			5.2 Identify and acquire documents, agreements and capital resources needed to manage the Petaluma Campus DOC sections	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council /DOC	In progress. Petaluma DOC members attended SRJC section trainings as well as external training. FEMA documents were provided and work in currently underway to customize forms for the District.
Petaluma Campus	6	6			5.3 Review emergency equipment including backup power sources, to essential infrastructure to determine the actual needs of the campus in preparation of sustaining short	Throughout 2014-15	Campus and District resources TBD	Administration	Petaluma Leadership Council /DOC	In progress. Funds were allocated during budget development to acquire emergency equipment and supplies. Emergency supplies identified by DOC/BSC/ASC team members were purchased and distributed throughout the year. The Petaluma DOC continues to solicit input regarding equipment and supplies that would strengthen emergency response.

					and long term power disruptions.				
	Petaluma Campus	4	6		5.4 Identify critical need components and funding sources to repair all deficient systems.	Throughout 2014-15	Campus and District resources TBD	Administration	Petaluma Leadership Council/DOC	In progress. The Petaluma Vice President participates in the District EOC discussions regarding critical needs and system deficiencies.
	Petaluma Campus	5	3	6.0 In collaboration with the District Integrated Environmental Planning Committee (IEPC), develop an action plan for Sustainable Practices on the Petaluma Campus.	6.1 Complete the CCCCO Sustainability Template/Plan for the Petaluma Campus	Throughout 2014-15	Existing resources	Administration	Watts, Sustainable Practices Task Group	In progress. Leadership of the Petaluma Sustainable Practices Task Group transitioned during to 2014-15 to David Kratzmann and David Rau and work on the action plan was slowed during the transition. The Task Group met throughout the year and conducted a number of tours with members. Vice President Saldana-Talley and David Rau participated in the development of the Sustainable SRJC Greenprint Proposal. Two campus garden projects were launched during the year including a Living Learning Lab/Permaculture Garden in partnership with Daily Acts and a student-run community garden in partnership with local businesses. SRJC Petaluma joined seven other Petaluma area businesses in the REV Sustainability Circle sponsored in part by the Petaluma Area Chamber of Commerce and PG&E. The Sustainability Circle is a comprehensive 6-month peer-learning program that results in a Sustainability Action Plan for participating organizations. Vice President Saldana-Talley participated in the monthly meetings and the campus hosted a meeting in September.
	Petaluma Campus	5	3		6.2 Implement Sustainable Practices / Composting Project	Throughout 2014-15	Staff Resources	Administration	Watts, Sustainable Practices Task Group	In progress. Project has not implemented at this time as additional staff and funding are needed to implement. Information gathered during the REV Sustainability Circle offers a possible college-wide option.

	Petaluma Campus	5	3		6.3 Improve Sustainable Practices/ Recycle Program through installation of color coded four-section garbage/recycle containers for the Café to enhance the recycle program in that area.	Throughout 2014-15	Additional Resources Estimated $100 Monthly Charge for service	Administration	Watts, Sustainable Practices Task Group	In progress. Project has not implemented at this time as additional staff and funding are needed to implement
	Petaluma Campus	5	3		6.4 Build rainwater catchment system for small scale irrigation of planter boxes and integrate into curriculum for participating environmental and mathematics students to gain practical experience in solar power applications, rainwater catchment and water conservation	Throughout 2014-15	Additional one time resources of $2,700	Administration	Watts, Sustainable Practices Task Group	In progress. Funding was not received. Instead, the rainwater catchment system is being incorporated into the community garden project currently underway.
	Petaluma Campus	5	3		6.5 Build and maintain a sustainable, organic, student-run teaching garden including a greenhouse, rainwater catchment and solar panels.	Throughout 2014-15	Pending grant approval from Dr. Scholl's Foundation - anticipated November 2014 Funding through SRJC Foundation (Kate McClintock) and/or Friedman	Administration	Watts, Sustainable Practices Task Group, Kratzmann	In progress. Dr. Scholl's grant was not funded. Thanks to a grant from the SRJC Foundation, funds were made available to complete site layout of raised beds, fencing, greenhouse, irrigation modifications, and water supply. Draft locations for a rainwater catchment system have been completed and funds have been provided. Funds for solar panels are being sought.

								Bros. (Barry Friedman - owner Petaluma store)	
	Petaluma Campus	5	3			6.6 Continue to maintain partnership and dialogue with public transit officials to coordinate bus schedules and course offering times (Joe Rye, Petaluma City Transit; Bryan Albee, Sonoma County Transit)	Throughout 2014-15	Existing resources	Administration	Watts, Sustainable Practices Task Group	In progress. Members of the Petaluma Sustainable Practices Task Group and administration have continued to work with Petaluma City Transit and Sonoma County Transit to promoted free bus rides for students and to align campus/college planning with the SMART Train opening in fall 2016.
	Petaluma Campus	8	7	7.0 Expand and foster Petaluma Campus public relations, communication, outreach, involvement in and connection with the local community	7.1 Transition Petaluma Campus website to Drupal	Throughout 2014-15	Web design/ development expertise	Administration	Petaluma Leadership Council	In progress. The new dean of Student Services is a member of the SRJC website review committee and has actively participated in website development. The Petaluma Leadership Council reviewed and selected a Drupal template for the campus website and staff have been trained.
	Petaluma Campus	3	5		7.2 Develop social media as a means of communicating with students and our local community	Throughout 2014-15	Web design/ development expertise	Administration	Petaluma Leadership Council	In progress. Public Relations hired a staff member responsible for District social media. Petaluma needs to consider if we want our own Facebook, Twitter presence and identify resources to generate content and respond. A marketing/outreach plan is currently under development.
	Petaluma Campus	3	5		7.3 Facilitate accomplishment of the Friends of Petaluma Campus	Throughout 2014-15	Existing resources	Administration	Friends of Petaluma Campus Trust, Saldana-Talley	The 4th Annual SRJC Petaluma Building Community Breakfast on June 4 was a sold out success. Over 280 participants were in attendance at the event hosted by the

				2014/15 Annual Goals, including progress on the 3-5 year Fundraising and Marketing Plan					Friends of Petaluma Campus Trust. During 2014-15, the Trust raised over $45K in support of campus endowments, programs and services; achieving approximately 50% of their annual goal. Sponsorships for LumaFest and donations in support of the Gateway to College program were also received.
Petaluma Campus	3	5		7.4 Create opportunities for student and community engagement with the Petaluma Campus, including an annual open house	Throughout 2014-15	Existing resources	Administration	Petaluma Leadership Council	In progress. Planning is underway for SRJC Petaluma's first annual LumaFest 2015 Community Open House and Education Fair on October 17. The campus was awarded a blue ribbon for participation in the Petaluma Butter and Egg Days Parade. The campus also participated with Aqus Café and the Petaluma Area Chamber of Commerce in community outreach events/activities.
Petaluma Campus	8	5		7.5 Communicate an annual report of Petaluma Campus outcomes, accomplishments/ successes/benefits to the community	Throughout 2014-15	Existing resources	Administration	Saldana-Talley, Petaluma Leadership Council	Vice President Saldana-Talley presented the annual State of the Campus report to nearly 300 community members during this year's Building Community Breakfast. The presentation was videotaped and broadcast on local community access television and represented to community groups throughout the year by request.
Petaluma Campus	1	1	1.0 Develop and implement an enrollment management and growth plan for the Petaluma Campus, including short- and long-term strategies, increased efficiency, and outreach and marketing	1.1 Continue weekend college program, and explore and develop fast track to transfer program and Sonoma Promise block scheduling	Throughout 2014-15	Existing resources	Academic Affairs	Williams	In progress: Weekend college offerings are in place; pathways to transfer need to be planned and communicated via web. Transfer Track program piloted Spring 2015; Office of Institutional Research outcomes study showed strong positive reviews by students; success and completion rates not different from full semester sections. Funding for Sonoma Promise still being explored at District level.
Petaluma Campus	2	1		1.2 Explore expansion of late	Throughout 2014-15	Existing resources	Academic Affairs	Williams	Completed. Expansion of late start offerings accomplished via Transfer Track. Faculty

				start extended lecture courses; possibly in conjunction with fast track transfer/compressed calendar program					offering ELL courses requested regular load for Fall 2015 to see if enrollment, student success, and completion rates are better. Late start and ELL offerings will be an on-going strategy.
Petaluma Campus	1	2		1.3 Continue outreach to local high schools and high school counselors to increase concurrent high school enrollment; implement Casa Grande Jump Start program	Throughout 2014-15	Existing resources	Academic Affairs	Williams, Long	Completed. Jump Start successfully implemented at Case Grande High School. Beginning program at Petaluma High School Fall 2015 and will be targeting Sonoma High School in the future. High school outreach is an on-going enrollment strategy.
Petaluma Campus	1	6		1.4 Identify best practices retention strategies and implement a plan to improve student retention	Throughout 2014-15	Existing resources and SSSP (State) Funding	Academic Affairs	Williams, Long	In progress. Student Success Teams will be implemented fall 2015 with the goal of developing and implementing strategies to increase persistence and completion by SRJC Petaluma students.
Petaluma Campus	1	1	2.0 Enhance student life opportunities and social media presence for the Petaluma Campus	2.1 Continue to improve student access to complete major and certificate requirements on the Petaluma Campus	Throughout 2014-15	Existing resources	Academic Affairs	Williams	Ongoing. Previous Dean of Instruction identified majors that can be completed start to finish on Petaluma Campus; ongoing efforts to market "Petaluma Top Majors" and certificates.
Petaluma Campus	3	5		2.2 Support an increase in and variety of student activities on the Petaluma Campus, including multi-cultural events	Throughout 2014-15	Existing resources and Student Affairs	Academic Affairs	Williams, Long	In Progress. Fall 2015 will see the creation of an Intercultural Center. Additional staffing is being sought in Student Engagement programs to support increased activities.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15 – PETALUMA CAMPUS—YEAR END REPORT

	Petaluma Campus	1	1		2.3 Develop a plan with Public Relations to increase social media connection with students	Throughout 2014-15	Existing resources	Academic Affairs	Williams	In progress. Public Relations hired a staff member responsible for District social media. Petaluma needs to consider if we want our own Facebook, Twitter presence and identify resources to generate content and respond.
	Petaluma Campus	2	3	3.0 Explore and strengthen CTE presence on the Petaluma Campus	3.1 Continue to explore health occupations	Throughout 2014-15	Existing resources	Academic Affairs	Williams	In progress. Ongoing effort to examine efficient use of current facilities, identify possible new programs, and build infrastructure to support CTE programs.
	Petaluma Campus	2	3		3.2 Explore development of other CTE programs that support local industry demand, including Digital Audio	Throughout 2014-15	Existing resources	Academic Affairs	Williams	Ongoing. Development of new CTE programs that sit with SRJC Petaluma facilities and community need. Completed. Expansion of Digital Audio to SRJC Petaluma.
	Petaluma Campus	4	1	4.0 Expand STEM offerings on the Petaluma Campus	4.1 Collaborate with bond facilities planning group and departments to develop a plan to expand STEM facilities in Petaluma.	Throughout 2014-15	Existing resources	Academic Affairs	Williams	In progress. Data gathering was completed in preparation for Measure H Bond campaign. Facilities Master Plan will be developed in 2015-16.
	Petaluma Campus	3	6	5.0 In cooperation with on and off-campus constituent groups, develop and implement a plan that will increase student enrollment in ESL credit and non-credit courses on the	5.1 Strategically redevelop an enrollment growth and management plan for ESL, including short- and long-range goals, outreach and marketing strategies	Throughout 2014-15	Existing resources	Academic Affairs	Williams, Long	In Progress. ELL Outreach Coordinator was hired during 2014-15. South County Outreach Team formed Spring 2015. SSSP Specialist STNC has increased outreach to South County Latino community. ESL department currently revising curriculum to shorten the pathway.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15 – PETALUMA CAMPUS—YEAR END REPORT

				Petaluma Campus						
	Petaluma Campus	1	1	1.0 Implement required mandates and recommendations of the Chancellor's Office and the College Success Programs and Services Act (SSSP)	1.1 Implement new orientation, assessment and education plan requirements, and other changes as they become mandates, district-wide	Throughout 2014-15	Existing resources	Student Services	Long	In Progress. STNC SSSP Specialist was hired in 2015. Educational plans and technology support in existing SIS was accomplished. Student Success Teams pilot to be developed in fall 2015 will take this goal further. In addition, the institution of new technology for educational plans and retention software will be 2015-16 goals.
	Petaluma Campus	1	2	2.0 Develop and implement an Outreach Plan for the Petaluma area that supports the Enrollment Management Plan for the campus	2.1 Form a campus-based Outreach Team consisting of faculty, managers, classified staff and students	Throughout 2014-15	Existing resources	Student Services	Long	In Progress. Outreach team formed. Marketing plan currently in draft form. Several items, such as increased signage, have been implemented.
	Petaluma Campus	1	2		2.2 Identify existing outreach efforts with K-12, business/industry, non-profits, government agencies, communities of color, and underserved populations	Throughout 2014-15	Existing resources	Student Services	Long	In Progress. ELL Outreach coordinator hired. South County Outreach team is working in partnership with SRJC High School Outreach.
	Petaluma Campus	1	2		2.3 Implement a plan that maximizes existing human and financial resources while expanding community connections and	Throughout 2014-15	Existing resources	Student Services	Long	In Progress. Marketing and outreach plan created, and several pieces are implemented. Full implementation scheduled for 2015-16.

					awareness of the campus				
	Petaluma Campus	2	1	3.0 Promote a culture of Career Development for students starting with recruitment and through goal achievement.	3.1 Work with faculty and staff to encourage students to focus on their goals and major choices based on interests	Throughout 2014-15	Existing resources	Student Services and Instruction	Williams, Long	Completed.
	Petaluma Campus	1	1		3.2 Promote work experience, internships and service learning/volunteer opportunities	Throughout 2014-15	Existing resources	Student Services and Instruction	Williams, Long	In Progress. New Work Experience instructor will be instituting new ideas.
	Petaluma Campus	1	6		3.3 Examine District options for additional expansion of IT support for degree audit, educational plans and online resources for students	Throughout 2014-15	Undetermined	Student Services	Long	In progress. Hobson's suite of degree audit and retention system implementation planned for 15/16.
	Petaluma Campus	1	2	4.0 Full Implementation of the Gateway to College Program	4.1 Implement all policies and procedures for Gateway to College second-year implementation	Throughout 2014-15	Existing resources	Gateway to College	Shannon/ Saldana-Talley	Completed. Redesigned Gateway to College program curriculum to address audit findings; hired certificated K-12 teachers.
	Petaluma Campus	1	2		4.2 Explore additional funding sources to expand services for the Gateway to College population	Throughout 2014-15	Existing resources	Gateway to College	Shannon/ Saldana-Talley	Ongoing. Established a Gateway to College fund through the SRJC Foundation. Funds developed during 2015-16 through grants and donations totaled over $27K.
	Petaluma Campus	1	5		4.3 Continue with outreach and branding efforts to	Throughout 2014-15	Grant opportunities combined with	Gateway to College	Shannon/ Saldana-Talley	Ongoing. Recruited and enrolled 25 new students. Seven students graduated with their high school diplomas.

				promote Gateway to College understanding throughout the county		existing resources			
	Petaluma Campus	1	6	5.0 Evaluate and refine allocation and utilization of space, staffing and resources of Petaluma Student Services	5.1 Examine outreach efforts toward all students, with responsivity to growing populations, including: Latino/a populations	Throughout 2014-15	Existing resources	Student Services	Long	In Progress. ELL Outreach Coordinator and South County Outreach team will include strategies in the 2015-16 marketing and outreach plan.
	Petaluma Campus	1	6		5.2 Secure additional resources and staff for the Petaluma Campus, and realign existing positions as feasible	Throughout 2014-15	Existing resources	Student Services	Long	In progress. Student Services restructuring plan will be implemented during 2015-16.
	Petaluma Campus	1	2	6.0 In cooperation with District departments, plan and implement Hispanic Serving Institution (HSI) program at Petaluma Campus	6.1 Plan and develop new multicultural center services	Throughout 2014-15	Existing Resources	Student Services	Long	In Progress. The Intercultural Center is planned for opening in fall 2015 with support from the Student Equity program.
	Petaluma Campus	8	6	In collaboration with District Business Services, the Petaluma Campus Business Services unit will facilitate the delivery of campus support	1.1 Develop and refine Business Services on Petaluma Campus.	Throughout 2014-15	Existing resources	Business Services	Lewis	In progress. Created checklist to improve year-end processes; arranged for Purchasing training in Petaluma for employees; took responsibility for Petaluma Business Services; increased Faculty Support responsibilities including: key/card requests, service requests, adjunct office assignments, and implementing a card/key retrieval from instructors that no longer teach on the campus

				and related business services.					
Petaluma Campus	8	6		1.2 Work on improving the efficiency of the budget and tracking process for Petaluma Campus.	Throughout 2014-15	Existing resources	Business Services	Lewis	In progress. Created multi-year format for budget comparisons and periodic review with VP of Petaluma; refined process for Federal Work Study requests; created year-end checklists.
Petaluma Campus	7	7		1.3 Provide Business Services support for campus-based projects and events.	Throughout 2014-15	Existing resources	Business Services	Lewis	In progress. Supported campus Dia de los Muertos even, Butter & Egg Days Parade, Cinema Series and Film Festival, Petaluma Community Breakfast, Sustainability projects.
Petaluma Campus	7	3	2.0 In collaboration with District Business Services, support Department Operations Center (DOC) Emergency Preparedness planning efforts for the Petaluma Campus.	2.1 Refine rough draft of the Finance Section of the Department Operations Center (DOC) Binder for the Petaluma Campus.	2014/15 through 2016/17	Existing resources	Business Services	Lewis	In progress. Added current list of PO's and balances. Attended Financial Section trainings, externally and internally.
Petaluma Campus	6	6		2.2 In collaboration with the Petaluma Management Team, provide Business Services support in the coordination and organization of supplies and materials for the DOC Center.	Throughout 2014-15	Existing resources	Business Services	Lewis	Completed. In collaboration with the DOC Operations Manager, Petaluma purchased emergency food bars, water, Mylar blankets, ponchos, DOC office supplies and distributed to DOC members and BSCs and ASCs. Purchased additional DOC supplies identified at last DOC tabletop exercise.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15 – PETALUMA CAMPUS—YEAR END REPORT

	District	5	3	3.0 In collaboration with District Business Services, improve Sustainable Practices for Business Services standard practices.	3.1 Process paperless transfers	Throughout 2014-15	Existing resources	Business Services	Lewis	Completed. Budget and expense transfers are now created, approved, and posted in Escape.
	District	5	3		3.2 Have all required paperwork be scanned rather than hard copy	2014-15 through 2016-17	Scanner	Business Services	Lewis	In progress. Starting to develop PAF/timesheet process to eliminate copies and looking at other processes to improve efficiency and sustainability.
	District	1	3		3.3 Accounting Website more interactive and helpful for students	2014-15 through 2016-17	Existing resources	Business Services	Lewis	In progress. Structure nearly complete and working on content. May need to hire consultant due to staff shortages.
	Petaluma Campus	4	7	1.0 Complete and implement the draft key/card distribution/retrieval procedures in order to improve security of the Petaluma Campus.	1.1 Continue to improve current key/card distribution, retrieval and documentation system	Throughout 2014-15	Review of current staff resources with possible adjustments in staff support as needed	Facilities Operations	Watts	Completed. Started utilizing new and improved key/card distribution, retrieval and documentation system with good results. Have shifted key and card responsibilities from administration to Faculty/staff/ facilities operations support. Have retrieved hundreds of keys and continue to update key and card data.
	Petaluma Campus	6	3	2.0 Secure additional staffing to right size maintenance crew in order to provide appropriate services.	2.1 Fill void in skilled maintenance staff with permanent staffing or outside funding for contractor repairs in order to maintain an	Throughout 2014-15	Additional skilled staff/funds.	Facilities Operations	Watts	In progress. HVAC Skills Maintenance Worker was prioritized as highest classified staffing priority for the campus. Despite that, no additional permanent staffing has been secured. Attempting to secure District funds to hire outside contractors so as to complete HVAC repairs in a timely manner.

					appropriate learning and working environment.				
	Petaluma Campus	6	3		2.2 Fill void in administrative support staff with permanent on site staffing or funding for STNC in order to maintain an appropriate learning and working environment.	Throughout 2014-15	Additional skilled staff/funds.	Facilities Operations	Watts	Ongoing. Continue to seek additional dedicated administrative support for facilities operations department. Position has been prioritized in Petaluma campus staffing plan.
	Petaluma Campus	6	3		2.3 Fill shortage in grounds staffing with permanent staff or funding for STNC, in order to maintain an appropriate learning and working environment.	Throughout 2014-15	Additional skilled staff/funds.	Facilities Operations	Watts	Ongoing. This year has been challenging to maintain current staffing levels due to long term leave of one current grounds staff. No additional funds have been identified for net new hours.
	Petaluma Campus	4	3	3.0 Fully engage in the Facilities Bond Measure both through project design and implementation, and development of the District Facilities Master Plan	3.1 Collaboratively work with Dean FPO to identify bond projects that will enhance the learning and working environment on the Petaluma Campus.	Throughout 2014-15	Will require additional staff resources in order to provide meeting time to review projects	Facilities Operations	Watts	Ongoing. Project list was drafted and will be developed during 2015-16 facilities master planning process.
	Petaluma Campus	4	3		3.2 Continue to prioritize all bond items, and research all funding options for each project.	Throughout 2014-15	Will require additional staff resources in order to provide meeting time to review projects	Facilities Operations	Watts	Ongoing. Provided initial bond list for review; continue to update and provide bond items as campus needs change.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15 – PETALUMA CAMPUS—YEAR END REPORT

	Petaluma Campus	4	3		3.3 Provide vision and construction knowledge to assist in design and development of projects.	Throughout 2014-15	Will require additional staff resources in order to provide meeting time to review projects	Facilities Operations	Watts	Ongoing. Have met with building designer for initial overview of STEM building needs, and options.
	Petaluma Campus	4	7	4.0 Continue to review access control, room use, scheduling, and security process	4.1 Review and improve access control scheduling process.	Throughout 2014-15	Utilization of existing staff resources across multiple departments.	Facilities Operations	Watts	Completed. Re-assigned the lock scheduling duties from Administration to Facilities Use/Scheduling Technician. This system has been working well since the scheduling technician initiates all facilities/room use request.
	Petaluma Campus	8	7	1.0 Continue development of media instructional support services for the Petaluma Campus.	1.1 Design and develop a Media Services page on the Petaluma Campus Web site.	2014-15	With Petaluma Campus Existing resources.	Media Services	Pearson	Ongoing. Design for Districtwide Media Services portal has begun and is ongoing.
	Petaluma Campus	5	5	2.0 Develop a district visual resources and asset management system.	2.1 Work with Public Relations to develop a district wide photo and video management system to track and easily find both materials, the subjects included and the release rights.	Ongoing 2014-2016	With Campus and District resources.	Media Services / Public Relations	Pearson, PR Director	In progress. Process has begun and product was selected but acquisition has been placed on hold until spring 2016 at the request of IT due to staffing shortages.
	District	8	6	3.0 Assess media collections and develop a process to obsolete and dispose of out of date materials in collection that	3.1 Develop with consultation of the academic departments a collection obsoletion process, develop a list to obsolete this year, solicit input from	2014-16	With department existing resources.	Media Services with consultation from Academic Departments.	Pearson, Bowden	In progress. Materials have begun to obsoleted, but process has been placed on hold due to staffing changes in collections management in Santa Rosa Media Services.

				are no longer circulated.	affected departments prior to disposition and dispose of obsolete materials.					
	District	5	6	4.0 Assess current Video Conferencing needs and develop a plan to create additional implementations.	4.1 Assess the requirements of unmet video conferencing requests and identify new spaces to potentially install additional video conferencing resources. Apply for bond funding from ITG to fund and develop these spaces.	2014-16	With existing Bond funding	Media Services	Pearson, Bowden	Ongoing. Bond funding has not yet provided for this initiative to begin, yet it remains a goal of Media Services and is a priority on the Petaluma Tech Plan and other long range planning initiatives.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
0001	ALL	01	02	1. Support development of the whole student from early college awareness through successful completion of educational and career goals.	Expand and sustain access by eliminating barriers, expanding strategic outreach efforts, and delivering services effectively through current technologies.	2014-17	Implement coordinated outreach, middle schools and "Sonoma Promise"	Michelle Poggi Genevieve Bertone Ricardo Navarrette (RN-Sonoma Promise)	Ongoing • Developed the first Student Equity Plan with emphasis on concerted outreach to ELL communities; hired a Student Equity Director and an ELL Coordinator • Established/increased management and regular staffing at SWC to serve noncredit students • Expanded partnership and noncredit matriculation services at off-campus sites • Unified District policy on placement re-take and implemented placement JAM workshops to help student place into SRJC curriculum more accurately • Expanded assessment services, particularly during peak seasons, evenings and weekends • Joined statewide technology initiatives (EPI and CAI) either by piloting or becoming earlier adopter • Identified a solution to increase internet capacity at SWC to effectively help more noncredit students • Improved SARS software and implemented texting mechanism to better reach and serve students • In 2014, high school outreach was extended to include pre-academic year activities (in August) at several high schools, promoting high school concurrent enrollment (Fast Forward.) • The first annual HS Partnership Breakfast was conducted in September 2014. • Developed new outreach materials promoting student support services. • Submitted comprehensive Middle School Outreach proposal. • Initiated "Sonoma Promise" data analysis at SRJC as reported by the Financial Aid Foundation offices. Met with SSU and SR City Schools to outline goals for the first year.
0001	ALL	01	02	2. Support development of the whole student from early college	Increase retention and academic progress through student engagement with: academic and	2014-17	Coordinate faculty "Early Connect", coordinated	Li Collier Michelle Poggi Freyja Pereira Vayta Smith Lauralyn Larsen	Ongoing • Launched SSSP Plan in conjunction to registration priority • Developed and communicated to students of the Success Steps with the theme of "Create Your

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
				awareness through successful completion of educational and career goals.	student services, faculty and staff, and campus and community activities.		outreach and SSSP	Audrey Spall (Lauralyn & Audrey-specifically: Back on Track Workshops) Robert Ethington Brian Phifer	Future. Start Here.", utilizing multimedia, posters, web pages, short videos and other communication tools • Developed and implemented mechanisms to encourage and nudge students to complete core SSSP requirements with personalized messaging, support staff, and Student Ambassadors • Designed, implemented, and improved Early Connection Program as a tool for faculty to connect with students and support services • Provided professional development opportunities to faculty, staff and administrators on student success, equity, and retention topics • Developed and provided Student Success Workshops to teaching faculty on available resources and how to use Early Connection Program • Ongoing – Schools Relations and Outreach continues to inform students about the importance of student success and the core services SRJC provides. • Core student success services are highlighted, or covered at length, at all Seniors Presentations, OpenCCC Apply Workshops, the HS Partnership Breakfast, HS Counselor Conference, Small Schools Event, Day Under the Oaks, College Fairs, College Nights, and other outreach activities as scheduled throughout the year. • The Student Affairs & Engagement Programs department was central to arguably the most active "student engagement" year in the past 15 years. In fact, the number of students involved in campus activities, clubs and student government has greatly challenged our ability to provide the human resource to support these activities. A new level of student activism coinciding with demographic shifts in our student population have been catalysts in a cultural transformation at SRJC. • Our persistence rate for these engaged student leaders was 95.27% in the latest PRPP. This surpasses the District average by about 25%.

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									• Back on Track workshops were offered several times a week throughout the summer 2015 and 461 students attended one of these workshops.
0001	ALL	01	02	3. Support development of the whole student from early college awareness through successful completion of educational and career goals.	Increase the number of students who complete their educational plans and goals.	2014-17	Increase counselor contact time	Lauralyn Larsen Audrey Spall	Ongoing • Greatly increased the number of SSSP faculty and staff • Thirty minute student appointments were initiated in spring 2015 on a same day basis and 607 students took advantage of this option on both campuses. To schedule, students must call the front desk or drop in to schedule using the kiosk in the counseling office. In fall 2015, students will be able to schedule next day appointments, and after SARS update is installed, students will have the ability to schedule their own appointments online. • Appointments will be available in the Career/Transfer Center M-Th beginning fall 2015.
0001	ALL	01	02	4. Support development of the whole student from early college awareness through successful completion of educational and career goals.	Enhance cultural competency to better serve all student populations with a focus on first generation college students and the increasing Latino-a population.	2014-17	Implement HSI and SSSP, Student Equity Plan	Li Collier Genevieve Bertone Juan Arias	In progress • Provided a comprehensive professional development plan to enhance cultural competency • Established a Dream Center to support undocumented students • Plans to build Multicultural Success Centers (Mi Casa) at both SR and PC are in progress • Provided direct student assistance to students in need through EOPS, HSI Connections, and library book reserves program • Increased counseling and Student Services office hours at SWC • Developed and launched HSI Summer Bridge program to increase retention and enrollment of transfer courses among Latino(a), first generation & low-income students. • Introduction of the Multicultural Innovation Center for Academic Success & Achievement (MI CASA). • Provided direct student support; Counseling, Computer lab, free printing, campus tours, SRJC students' engagement opportunities & student clubs.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									• Provided additional counseling sessions to Latino(a), first generation & low-income students. • Identified student's assessments needs and provided direct support to take assessment tests, or improve scores by taking Jam-Sessions.
0001	ALL	02	02	5. Foster learning and academic excellence by providing effective programs and services.	Engage students and spark intellectual curiosity in learner-centered environments.	2014-17	Implement Engagements and Multicultural events	Brian Phifer Deb Ziccone	In progress • The Student Affairs Office has developed a student learning outcome that addresses understanding and appreciating diversity and it states that "students will demonstrate an understanding and appreciation for those from other cultural backgrounds and perspectives." There is ample evidence that this student learning outcome is being met as the College includes over 15 clubs that serve diverse groups (e.g. Polynesian Nation, Queer Student Union) and numerous events and activities focusing on diversity are sponsored by the Multicultural Events Committee. • The Multicultural Events Committee coordinates a wide variety of cultural events with a limited budget. These events are presented monthly throughout the school year at the Santa Rosa and Petaluma campus locations. The events are scheduled by theme and reflect the demographics of the students and communities served by the College. The Multi-Cultural Events Committee has learning outcomes for each event and assesses each event in order to identify and shape future events. • The College president is very active with this committee and has supported new events as well as contemporary events that respond to issues of concern to the greater community.
0001	ALL	02	02	6. Foster learning and academic excellence by providing effective programs and services.	Integrate academic and student support services across the campus.	2014-17	Collaborate HSI, SE and BSI program activities	Li Collier Genevieve Bertone Juan Arias	In progress • Advocated, increased awareness of, and implemented the integrated service approach through SSSP and Student Equity programs • Planned and started the implementation of new cultural identity-based learning communities for African American students (Umoja) and Asian Pacific Americans (APASS)

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									- Increased the number of linked-course learning communities - Created Peer Assisted Learning Specialist program to support students and faculty - Increased tutoring and instructional assistance to student, including a new online tutoring program - Increased collaboration and coordination of programs and services at SWC and off-campus sites - Increased collaboration with BSI, Foster Youth, EOPS, MESA, DRD, library services, SHS/SPS, and AB86 programs to strengthen student support - Increased the number of ENGL 307 courses this summer 2015; from 1-course offered in the summer of 2014 to 3-courses offered this summer 2015. - Developed and implemented a new learning community for Latino(a) & low-income students (Connections). - Through the successful planning of the Summer Bridge and Connections program, we increased SRJC's collaboration between Academic Departments and Student support services; English, Counseling, Student Equity, IT, Library services, EOPS, Assessment office and ESL. - Through the Summer Bridge program, we increased students' awareness of; civic engagement, community involvement, student services & academic support. - Will increase instructional assistance to Connections students. - Created a partnership with EOPS by offering one week of intense Summer Readiness Program (COUNS 270) for new students. - Supported the development of Professional Learning strategies and pedagogy that embraces the whole student approach such as Growth Mindset, Habits of Mind, and Reading Apprenticeship. - Supported academic success and accelerated pathway exploration in Math and English.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
0001	ALL	03	02	7. Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships, innovation, and leadership.	Identify the educational needs of our changing demographics and develop appropriate and innovative programs and services with a focus on the increasing Latino/a population.	2014-17	Implement HSI, SSSP and Student Equity plans	Li Collier Genevieve Bertone Juan Arias Inez Barragan Beatriz Camargo	Ongoing • Identified and applied new research methodologies to better understand SRJC student population and achievement gaps • Plans for outreach to ELL community and middle schools are in progress • Expanded noncredit programs and services at SWC and off-campus sites • EOPS participated in the H S I process from inception to implementation –our EOPS Outreach specialist served as tri-Chair, conducted Connections outreach early on and served as the interim Mi Casa Coordinator; EOPS Counselor and Director participated in most of the H S I subcommittee meetings across all levels of the implementation phase. • The opening of the SRJC Dream Center in May 2015 represents an EOPS collaboration/partnership among A&R and Fin. Aid with support from Student Equity to better streamline services to AB540 students via a centralized location with an aim to improve access to CA Dream Act resources, services and increase enrollment of undocumented students. • EOPS was awarded a $20,000 grant from Student Equity to supplement the EOPS book voucher award in Spring 2015 –it increased from $125 to $160 to serve 468 students. Nearly 50% of EOPS students are Latino/a. • EOPS participated in fundraising for the 2nd Annual Latino Graduation celebration and several staff members joined others in carrying out this widely successful event for our Latino/students. • The High School Equivalency Program (HEP) is a federally funded program that assists seasonal agricultural workers with the goal of obtaining a High School Equivalency (HSE) Certificate (also known as the GED) and subsequently, begin postsecondary education, obtain improved employment, increased salary, enter a vocational/training program or enroll in military services. HEP is now starting its 4th year of existence at SRJC and to date it has served over

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									300 students; 72 of which have successfully obtained a HSE Certificate. 90% of the students enrolled in the program are Spanish speaking. Enrollment into this program is open year round. Services provided by the program include: enrollment in College Skills classes, preparation for the HSE examination, tutoring, financial assistance with books, supplies, testing costs and childcare, support services such as assistance with job search, resume writing, informational workshops and exposure to educational & cultural events. HEP office is located in 1284 Barnett Hall, Santa Rosa Campus. Contact: Catherine Prince, HEP Director & Beatriz Camargo, HEP Coordinator at (707) 527-4978. • Through the Summer Readiness Program (COUNS 270) for new students, we identified the need for more students to take the assessment test. • Through the Summer Bridge program, we identified the need to • As a new program, we plan to increase our outreach to Latino community. • As a new program, we plan to improve our collaboration with high school counselors & have a stronger presence in middle schools. • Continue collaborating with college & community partners, in order to provide food, financial aid, book vouchers and free printing to students in need.
0001	ALL	03	02	8. Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships, innovation, and leadership.	Contribute to the richness of our multicultural community by promoting cultural initiatives that complement academics and encourage the advancement and appreciation of the arts.	2014-17	Implement multicultural events, arts and lectures and engagement activities	Brian Phifer Deb Ziccone	Completed • Commendation by the Accreditation visiting team for the breadth and engaging events conducted across the district.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—STUDENT SERVICES—YEAR END REPORT

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
0001	ALL	03	02	9. Serve our diverse communities and strengthen our connections through engagement, collaboration, partnerships, innovation, and leadership.	Meet the lifelong educational and career needs of our communities (e.g. seniors, emerging populations, veterans, re-entry students).	2014-17	Develop Veterans' Resource Center	Kris Shear	In progress • Developed architectural layout for expanded Veterans' Center, approved by the Board Facilities Committee.
0001	ALL	05	02	10. Establish a culture of sustainability that promotes environmental stewardship, economic vitality, and social equity.	Expand, support, and monitor district-wide sustainability practices and initiatives.	2014-17	Develop and sustain practices among students	Robert Ethington	In progress • Developed comprehensive Sustainability Plan entitled, *Sustainable SRJC, Creating a Culture of Sustainability: A Greenprint for Achieving 18 Objectives by 2018*. • Created a group of faculty and staff committed to executing the Greenprint plan; this group is called the Sustainability Collaborative. • Received a commendation from the Accreditation site visit team for the college's Sustainability initiatives and practices.
0001	ALL	07	02	11. Pursue resource development and diversification while maintaining responsible fiscal practices and financial stability.	Pursue alternative funding sources including grants, partnerships, and scholarships to support our diverse communities and students.	2014-17	Submit RFPs and coordinate with SRJC Foundation	Rachael Cutcher Kris Shear Patie Wegman Inez Barragan Susan Quinn	Completed • DSPS rec'd funding restoration in 14-15 and is not in need of additional resources at this time. • Increased County MHSA grant from $100,000/yr to $200,000/yr, ongoing • Strengthened relationship with Redwood Health Coalition • $15,000 grant 14-15 • secured ongoing health insurance enrollment services on site all year round for 15-16 at no cost to District • The opening of the SRJC Dream Center is thanks to a Foundation grant of $3500 for printed materials like the new Dream Center brochure, and $28,000 from Student Equity funds to support the backfill costs of A&R staff assigned to cover the Dream Center's regular business hours. Other support was leveraged in the form of printers, computers, office supplies and

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									materials provided by the SRJC Financial Aid department. • EOPS awarded 26 Scholarships to EOPS Honor Roll students for a total of $16,250 this past spring, in collaboration with the SRJC Scholarship Office and the Foundation. • Scholarship Programs continue to grow due to the increase in the Doyle Scholarship Program and new awards through the SRJC Foundation and Business & Community scholarship programs. The Doyle Scholarship Program increased from 873 awards offered to the class of 2014 to 1,558 awards offered to the class of 2015 ($1,000 each). In 2014-15, the anticipated awards through the SRJC Foundation and Business & Community Organizations were projected at 1,500 awards totaling close to $1.3M. The anticipated awards for 2015-16 increased to 1,700 awards totaling nearly $1.7M. • EOPS was awarded a $20,000 grant from Student Equity to supplement the EOPS book voucher award in Spring 2015 - it increased from $125 to $160 to serve 468 students. Nearly 50% of EOPS students are Latino/a. • EOPS participated in fundraising for the 2nd Annual Latino Graduation celebration and several staff members joined others in carrying out this widely successful event for our Latino/students. • The 2015 EOPS Summer Readiness program was largely funded via SSSP support with some assistance from an Associated Students grant to cover the costs of materials, snacks and a closing pizza party. • A small Associated Students grant for $780 covered the costs of a campus vehicle and registration of six (6) CARE students to participate in the Annual Region 3 CARE Retreat at College of San Mateo. • Expanded Scholarship opportunities by growing Doyle program 78%, adding 14 new endowed scholarship awards and 8 new Business & Community scholarship awards.

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									• Offered scholarships for the 15-16 year neared $3M. Consulted with Chancellor's Office staff on establishment of new Full-time Incentive Grant program for Cal Grant B recipients that will result in $350,000 in additional grants to SRJC students beginning Fall 15.
0001	ALL	07	02	12. Pursue resource development and diversification while maintaining responsible fiscal practices and financial stability.	Manage enrollment and course offerings to maximize apportionment funding.	2014-17	Collaborate in strategic enrollment plan	Vayta Smith Freyja Pereira	Completed • Developed an attractive comprehensive outreach brochure to replace the numerous marketing pieces • Collaborated with AA to complete 1st draft of the 2014-17 Strategic Enrollment Management Plan (SEMP)—including analytics and SRJC enrollment data, strategies for targeted populations and public relations marketing plan • Held two District-wide forums for staff, faculty and administrative input to SEMP • Presented working drafts to numerous department and component meetings soliciting input to SEMP • Implemented DREAM Center on Santa Rosa Campus to assist undocumented students • Established SW County Outreach group focusing primarily on Petaluma enrollments • Active membership in Education Advisory Board
0001	ALL	07	02	13. Pursue resource development and diversification while maintaining responsible fiscal practices and financial stability.	Develop a comprehensive enrollment management plan to meet SRJC's enrollment goal for 2014-15.	2014-17	Collaborate in implementing short term enrollment plan	Vayta Smith Freyja Pereira	Completed • Developed comprehensive Community Outreach Calendar and coordinate regular meetings with constituents across District to staff various events • Cross-trained additional staff in A&R to perform outreach activities to expand our outreach footprint • Collaborated with PR to revise home web page with a stronger emphasis on enrollment • Customized Welcome letters to students informing them of steps needed to earn priority and register • Developed automated nudge letters to all new students informing them to complete necessary steps or congratulate student when steps are completed

Rank	Location	SP	M	Goal	Objectives	Timeframe	Resources Required	Person(s) Responsible	Accomplishments
									• Created "Create Your Future" video and posted to A&R webpage • Expanded outreach presence within high schools to assist high school students with application and enrollment process • Researched and implemented the 5% exemption criteria with high schools, thus allowing more high school students to attend SRJC in summer • Expanded marketing campaign to include bus ads, post card, newspaper sticky note, digital signage in Windsor • Continue to grow Super Saturday services each term
0001	ALL	08	02	14. Continuously improve institutional effectiveness in support of our students, staff, and communities.	Fully implement continuous quality improvement strategies to achieve greater transparency, effectiveness, efficiency, and participation.	2014-17	Complete SLO assessments for all programs and integrate results toward program development	Kris Shear	Completed • Adopted and applied collaborative approaches in development and implementation of SSSP and Student Equity Plans which increased transparency, effectiveness, and broad participation • Developed and regularly monitored SSSP core services data, which was used to inform SSSP implementation • Established methodologies to evaluate initiatives and activities for SSSP and Student Equity Plan • All Student Service programs regularly complete the PRPP process annually, including at least one SLO assessment project annually. A regular, ongoing cycle of Student Learning assessment is now present in Student Services, resulting in continuous reflection and improvement.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—OTHER DISTRICT SERVICES: FACILITIES PLANNING & OPERATIONS—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required	Accomplishments
1.0	District Wide	1/2/3/4/5/6/7/8 4, 7	1/2/3/4/5/6	1. Manage and Coordinate District Wide Projects and Space Planning	1.1 Plan, design, bid and complete projects district wide in support of student success. 1.2 Establish with the Foundation and garner BFC approval for Donor "Brick" pathway program.	2014-15	+/- 600,000 TBD	**Complete and ongoing** Continued leadership on projects with over 95% of projects completed or in progress. **Complete and ongoing** Space planning and improvements for departmental and grant/programmatic needs are completed **Complete** The Santa Rosa location has been approved and installation is complete. Ready for Foundation's fundraising.
1.0	District Wide	1/2/3/4/5/6/7/8	11/2/3/4/5/6	2. Develop and submit the District Five-Year Capital Outlay Plan to the State	2.1 Prepare, obtain Board approval and submit the 2017-2021 Major Capital Outlay Plan.	June 2015		**Complete** 2017-2021 Major Capital Outlay Plan has been updated and completed.
1.0	District Wide	1/2/3/4/5/6/7/8 1/2/3/4/5/6/7/8	1/2/3/4/5/6	3. Develop and submit the District Five-Year Scheduled Maintenance Plan to the State	3.1 Prepare, obtain Board approval, and submit the District Five-Year Scheduled Maintenance Program. 3.2 Establish a Total Cost of Ownership practice towards maintenance and modernization planning.	December 2014 Ongoing/ June 2015		**Complete** The District Five-Year Scheduled Maintenance Program has been updated and completed. **Complete and Ongoing** Total Cost of Ownership is included in all presentations, e.g. IPC, IEPC, DFPC as evident by approval of the ACCJC site visit team
1.0	District Wide	1/2/3/4/5/6/7/8	1/2/3/4/5/6	4. Continue to Implement District-wide Energy Conservation Measures and Sustainable Initiatives	4.1 Provide leadership and determine feasibility and effectiveness of various energy efficiency measures for Prop 39 submission, including study for the Solar Initiative. 4.2 Based on TCO/Accreditation	2014-15 Ongoing	 +/- 75,000	**Complete and Ongoing** Prop 39 projects include VSD pumps, exterior bi-level LED replacement, parking pavilion bi-level LED retrofit creating kWh of continued savings and project costs with and average ROI of several months to less than three years. **Ongoing** First period over 50 years that the JC is without an Asst.

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required	Accomplishments
		1/2/3/ 4/5/6/ 7/8			requirements, establish need for "Assistant Director/Energy Manager" position reporting to Dean FPO.			Director position after the ADDITION of 909,000 GSF. The Energy and Sustainable Manager is no longer a best practice but a CCC facilities management standard with a high financial benefit, e.g. San Mateo CCD's E&S Mgr just successfully obtained a $3 million grant for solar PVs.
		1/2/3/ 4/5/6/ 7/8			4.3 Establish and adopt during the design phase, conservation and sustainable elements whenever feasible. Such as, PVs, lighting controls, ground-source heat pumps, thermal energy storage, LEDs, increased recycling and water conservation.	Ongoing		**Complete** Continue to provide sustainable leadership and energy efficient District benefits with green design standards. The District, continues to lead in best practices through out the CCC system.
		1/2/3/ 4/5/6/ 7/8			4.4 Replacement of the Santa Rosa Cogeneration plant with new engines for efficiency and savings through cost avoidance, to not only reduce the carbon footprint, but also save on utility costs and avoid ongoing annual maintenance costs for 10 years.	December 2014	+/- 15,000	**Complete** This innovative financing, not only produces clean energy for the District and reduction of the carbon footprint, but also an initial **savings of $1,2 MILLION** with an **ongoing $600,000 savings** over 10 years. Included are also the long term efficiency benefits.
1.0	District Wide	1/2/3/ 4/5/6/ 7/8	1/2/ 3/4/ 5/6	5. Enhance District-Wide Safety and Risk Management	5.1 Review and update the District Hazard Communication program for the new GHS-SDS requirements.	June 2015	+/- 25,000	**Complete and Ongoing** Targeted Chemistry, Custodial and Biology for chemical cleanup in preparation of inventory submission. Modifying chemical database to provide up-loadable inventory. Working on FRP for on-line SDS management system.
		1/2/3/ 4/5/6/ 7/8			5.2 Review and improve the health and safety training awareness, by establishing monthly offerings of New Employee Safety	Ongoing/ June 2015	+/- 35,000	**Complete and Ongoing** NESO: 14/15 – 118 EE's trained compared to 25 EE's trained in 12/13 and 76 EE's trained in 13/14 EP: Updated SEMS/NIMS/ICS Course, Created BSC/ASC Introduction Course, and Created 5 - EOC/DOC Section Training Courses; Delivery begins 5/8/15.

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required	Accomplishments
		1/2/3/ 4/5/6/ 7/8			Orientation and Emergency Preparedness. 5.3 Review and identify loss exposure trends with carrier to focus on supporting the reduction of the District loss exposure.	Ongoing		**Complete and Ongoing** District Ex Mod: 2014/2015 SRJC 71.54% PIPS Average (26 CCDs) 101.64%; SRJC is **LOWEST** Ex Mod of 26 PIPS CCDs.
		1/2/3/ 4/5/6/ 7/8			5.4 Review and restructure District Safety Programs, allowing for routine inspection teams and follow-up corrections.	Ongoing		**Complete and Ongoing** Worked with the District Safety and Health Committee to complete building safety inspections of Baker Hall and the SR Facilities Operations Compound/SR Warehouse. Worked with Facilities to clean out unused hazardous materials. Worked with Keenan & Associates on SWACC inspection of all District Campuses and Centers.
		1/2/3/ 4/5/6/ 7/8			5.5 Update and revise Dept. Safety Leader program to Building Safety Coordinator and Area Safety Coordinator program towards supporting regulatory compliance and operational coordination.	Ongoing		**Complete** Completed first round of BSC/ASC identification. Created EHS Employee Training Data Base to accept importing of employee information from the District's HR Database. Working on manipulating HR data to provide usable BSC/ASC tracking information for identification, communication and training purposes. Created a BSC/ASC Introduction Course for delivery 6/29/15.
1.0	District Wide	1/2/3/ 4/5/6/ 7/8	1/2/ 3/4/ 5/6	6. Sustainability Initiatives	6.1 Continue review District-wide sustainable initiatives through IEPC to ensure conformance with District facility and budgetary parameters.	Ongoing	+/- 75,000	**Ongoing** Provided the participatory governance committee an opportunity to complete the Sustainable Action Plan and provide matrices for the Strategic Plan.
		1/2/3/ 4/5/6/ 7/8			6.2 Based on TCO/ Accreditation requirements, establish need for "Energy and Sustainability Manager"	Ongoing		**Ongoing** The Energy and Sustainability Manager is no longer a best practice, but a CCC facilities management standard with a high financial benefit, e.g. San Mateo CCD's E&S Mgr just successfully obtained a $3 million grant for solar PVs. It is time for the District to commit to Sustainable Culture

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required	Accomplishments
		1/2/3/ 4/5/6/ 7/8			position reporting to Dir. FacOps/Dean FPO. 6.3 Support new BAAQMD Reg. 14 requirements for employee commute.	Ongoing		through Goal E and fund this Facilities position for the success of the "Greenprint". **Ongoing** Established and adopted a mechanism to meet compliance.
		1/2/3/ 4/5/6/ 7/8			6.4 Implement district wide Energy Efficiency Projects and Initiatives reducing District utility expenditures.	Ongoing		**Complete and Ongoing** At no cost to the District and audit was completed and projects were identified to maximize efficiency and minimize costs to the District.
		1/2/3/ 4/5/6/ 7/8			6.5 Continue to improve the District's sustainability presence and commitment by reviewing and updating web page content from a cross discipline representation.			**Complete and Ongoing** The webpage has been reviewed and in the process of being updated, for both design and content with Drupal.
1.0	District Wide	1/2/3/ 4/5/6/ 7/8	1/2/ 3/4/ 5/6	7. Enhance District-Wide Emergency and Disaster Preparedness	7.1 Continue to foster cross-component support that would ensure a coordinated effort between the District EOC and the DOC's on campuses/sites during an emergency/disaster, and meet the District's initiative to reflect the College's commitment to maintain readiness in the event of an emergency.	Ongoing		**Complete and Ongoing** Created 5 - EOC/DOC Section Training Courses for delivery beginning 5/19/15. Each course brings together members of the Campus and Center DOCs with those of the Districts EOC. Updated Policy/Procedure 6.12/6.12P Emergency Preparedness and Management Policy and Procedure, with Board approval on 3/10/15.
		1/2/3/ 4/5/6/ 7/8			7.2 Implement the next phase of the Emergency Management Program with an outreach to the Santa Rosa community by developing and launching	Ongoing		**Complete** Completed first round of BSC/ASC identification. Created a BSC/ASC Introduction Course for delivery 6/29/15. Worked with SR Fac. Ops. to create an Exterior Team modeled after the one at the Petaluma Campus. The ET

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required	Accomplishments
					the Building Safety Coordinator/Area Safety Coordinator program.			completes the communication loop between the Evacuation Areas, BSCs, Fac. Ops. and ultimately the EOC.
		1/2/3/ 4/5/6/ 7/8			7.3 Establish permanent EOC in Pedroncelli to utilize for District-wide regulatory required training (e.g. monthly NESO/Dis Prep, EOC/DOC, BSC/ASC)	June 2015		**Complete** Designed, had manufactured and installed, 5 custom EOC Section Stations to preserve EOC room for District Police meeting/training use. Worked with Fac. Ops. to realign back-up generator electrical to stations. Worked with IT to purchase computers and muti-function copier and install new network and phones for each station.
		1/2/3/ 4/5/6/ 7/8			7.4 Participate in the Great California Shakeout not only with the Operational Area, but also to test/practice District procedures such as, Alert U, Net Support Notify, duck, cover and hold-on (where applicable), etc.	October 2014		**Complete** Used the ShakeOut to activate the SR Exterior Team, some BSCs and ASCs as a few classes to test modifications to the communication plan.
		1/2/3/ 4/5/6/ 7/8			7.5 Provide leadership to the North Coast College University Mutual Aid Group as program manager of the six Community Colleges and three CSUs.	Ongoing		**Complete and Ongoing** Met with NCCUMAG at the Cal Maritime Academy. SRJC arranged and hosted a Disaster Finance and Cost Recovery Training sponsored by NCCUMAG. SRJC offered mutual aid support to Napa Valley College for recovery from the earthquake. Mutual aid was not needed at the time.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—OTHER DISTRICT SERVICES: FOUNDATION—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	00	00	1. Endowment Building Campaign: Increase contributions to endowment and total assets by at least $3M from $46 to $49M.	1.1 Secure transformational ($500K+) and major gifts ($25K+) from current donors. 1.2 Prospect, cultivate and secure 10 major gifts from 10 new donors. 1.3 Task foundation board members with cultivation and donor referrals 1.4 Implement marketing program to provide public exposure for foundation.	FY 14/15	None	SRJC Foundation endowment and total assets as of 6/30/15 reached **$48.5M**. The Foundation raised $2.8M, exceeding its strategic plan goal of $2M by $800K. The Doyle Trust distributed $1.3M for student scholarships. A total of 41 gifts exceeded $10K = **$1,169,546** Four gifts exceeded $100,000 = $487K Nine gifts exceeded $25K = $288,950K 26 gifts exceeded $10K = $393,596 Board Retreat and new strategic plan tasked board members with fundraising responsibilities for 100th anniversary. Marketing program pending hire of Director of Marketing and Communications. In addition, the SRJC Foundation gave $175K to support the Measure H Campaign and raised $115K from supporters. A total of $290K was provided to help pass the November 2014 Bond Measure.
0001	ALL	00	00	2. Targeted Fundraising Programs: Begin implementation of targeted fundraising projects to address critical needs and align with College's 100th Anniversary Celebration.	2.1 Work in collaboration with identified College partners to create specific fund development plans for next 3-4 years. 2.2 Assign Foundation fundraisers to project areas. 2.3. Develop integrated collateral across project areas and aligned to PR/College's 100th Anniversary promotions.	FY 14/15	None	Foundation fundraisers worked with department deans, chairs, VPs and other colleagues to identify and fund immediate needs and begin the process to develop outlines for future priorities. For example: Foster/Kinship Program, Career Technical Education, Theatre Arts, Chamber Concert, Music Department, Athletics, AG/Natural Resources, Student Success, International Students Program, SRJC Museum. Petaluma Campus Instructional, Doyle/Mahoney Libraries, Culinary Arts. SRJC fundraisers have been assigned specific focus areas, i.e. corporations, planned gifts, Trusts, etc.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
								The Foundation has just begin to develop 100th anniversary information. This will be a priority FY 15/16.
0001	ALL	00	00	3. College Instructional and Program Support: Secure funding for areas of greatest needs in college departments and programs.	3.1 Work with college representatives to identify areas of instructional and program funding needs. 3.2 Prospect, identify, cultivate and secure gifts to support college priorities other than student scholarships.	FY 14/15	None	Ongoing
0001	ALL	00	00	4. Naming and Instructional Projects: Continue toward goal to complete named gifts in Bertolini Student Center, Culinary Arts Center and Petaluma Campus.	4.1 Continue to cultivate and secure gifts for building endowments. 4.2 Actively involve Foundation board members to assist with fundraising in specified areas.	FY 14/15	None	Ongoing Two marquee level namings were secured or finalized: Rotary Center for Student Leadership - $100K Rotunda in Doyle Library - $100K
0001	ALL	00	00	5. Corporate Relations Program: Design and implement a corporate relations effort to attract financial and other corporate resources to the College.	5.1 Provide resources, leadership support and guidance to corporate relations manager. 5.2 Assist with the development and implementation of the program. 5.3 Integrate the corporate relations program into Foundation fund development goals.	FY 14/15	None	The director of alumni and corporate relations met with numerous local corporate representatives to establish or reinforce a relationship/partnership with SRJC, to solicit outright gifts, and to determine interest for future major gifts such as namings in new and renovated buildings. The director also worked closely with career technical deans to assist with contacts, expand reach, maximize relationships and prevent duplication of asks. The 100th anniversary will include a 100 at 100 effort to capture participation from local companies.
0001	ALL	00	00	6. Foundation Support to Partner	6.1 Recruit and retain qualified Development Manager by	FY 14/15	None	A development manager was hired January 1, 2015 to assist the three Foundation Trusts.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
				Committees & Special Projects: Hire a Development Manager to provide fundraising support to AgTrust, BCAT, FOPCT, and other special projects.	November 2014. 6.2 Identify projects and specific fundraising goals. 6.3 Ensure full understanding of manager's role and responsibilities with committees/projects.			Projects are ongoing, but immediate needs for each Trust have been identified with specific fundraising goals. The manager's roles and responsibilities are still not fully aligned to the specific needs of the Trusts. This is being addressed.
0001	ALL	00	00	7. Marketing: Hire part-time marketing and social media coordinator to assist Foundation with marketing and outreach.	7.1 In collaboration with PR recruit and retain qualified marketing and social media coordinator by October 2014. 7.2 Assist with development of marketing plan. 7.3 Assign ongoing projects, i.e. JC Connect, Foundation Annual Report, Web site, etc.	FY 14/15	None	A coordinator was hired October 2014 to support SRJC Public Relations and SRJC Foundation. The coordinator has been assisting with the Foundation's annual report, alumni monthly newsletter, social media, and other misc. projects.

Rank	Location	SP Goal	Mission	Goal	Objectives	Timeframe	Resources Required	Accomplishments
	All	Institutional Effectiveness	Continuous Improvement	1.0 Conduct research in support of district planning efforts by providing relevant data, analysis and information	1.1 Support IPC and the district's quest for integrated planning	Throughout 2013-14	Existing resources	Completed. OIR regularly supports IPC and makes frequent presentations at meetings in addition to research and analysis projects to support planning.
	All	Institutional Effectiveness	Continuous Improvement		1.2 Support the district's strategic planning effort	Throughout 2013-14	Existing resources	Completed. OIR created the online Strategic Planning Scorecard, and led discussions at IPC to set targets.
	All	Institutional Effectiveness	Continuous Improvement		1.3 Support the district's Accreditation effort	Throughout 2013-14	Existing resources	Completed. In addition to other efforts, OIR drafted the statistical introduction to the Self Evaluation, and provided appendices with support data.
	All	Institutional Effectiveness	Continuous Improvement		1.4 Implement a visually appealing interactive web site where SRJC users can explore data in an engaging, user-friendly way	Throughout 2013-14	Existing resources	Completed. OIR converted the Fact Book, created the Strategic Planning Scorecard, updated Student Equity data, and posted CTE Outcomes Survey data for the district and the state utilizing Tableau visualization software.
	All	Institutional Effectiveness	Continuous Improvement		1.5 Publish the annual SCJCD Fact Book, the primary source for longitudinal institutional data used for planning purposes	Throughout 2013-14	Existing resources	Completed. OIR converted the 2015 Fact Book to an on-line, visually appealing interactive format.
	All	Student Success	Continuous Improvement	2.0 Conduct required data collection and verification for state and federal reporting, including IPEDS,	2.1 Provide required data, analysis and verification	Throughout 2013-14	Existing resources	Completed. Required data was verified and submitted by OIR for IPEDS, the Student Success Scorecard, and placement test validations.

	All	Institutional Effectiveness	Continuous Improvement	Student Success Scorecard, Gainful Employment, and placement test validation studies 2.2 Provide leadership in data verification efforts, specifically by chairing the MIS Task Force	Throughout 2013-14	Existing resources	Completed and ongoing. In 2014-15 there was particular emphasis on the new EMS software and the SSSP data elements. For 2015-16, the MIS Task Force is merging with the SIS data group to streamline data verification efforts.
	All	Institutional Effectiveness	Continuous Improvement	2.3 Meet all deadlines to keep the SCJCD in compliance with state and federal data submissions	Throughout 2013-14	Existing resources	Completed. All required federal and state reporting through OIR was completed accurately and on schedule.
	All	Financial Resources	Continuous Improvement	3.0 Conduct research in support of grant and categorical programs and other outside funding sources (CTEOS, Basic Skills, Perkins, Student Support and Student Equity, AB86, HSACCC, etc.)	3.1 Particularly for categorical and grant funding sources for OIR, conduct research and gather data as requested and required	Throughout 2013-14	Existing resources	Completed. Examples include PALs Evaluation, HSI summer bridge student evaluations, extensive data reporting for Student Equity, English Writing Sample Validation Studies, Learning Communities evaluations, Transfer Track evaluation, and extensive AB86 research projects.
	All	Financial Resources	Administrative	3.2 Contract with other community colleges to conduct the 2015 CTE Outcomes Survey	Throughout 2013-14	Existing resources	Completed. Work for the 2016 survey is already underway.
	All	Institutional Effectiveness	Continuous Improvement	4.0 Assess the effectiveness of Santa Rosa Junior College	4.1 Provide 2014 Institutional Effectiveness Report, and widely share the results throughout the district	Throughout 2013-14	Existing resources	Completed. Institutional Effectiveness reporting is now occurring through the SCJCD Strategic Plan Scorecard and the Chancellor's Office Institutional Effectiveness Initiative Portal.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—OTHER DISTRICT SERVICES: INSTITUTIONAL RESEARCH—YEAR-END REPORT

	All	Institutional Effectiveness	Continuous Improvement		4.2 Modify the Institutional Effectiveness Report template for 2015 to align with the newly developed Strategic Plan	Throughout 2013-14	Existing resources	Completed. Institutional Effectiveness reporting is now occurring through the SCJCD Strategic Plan Scorecard and the Chancellor's Office Institutional Effectiveness Initiative Portal, both of which are web based and publicly viewable.
	All	Institutional Effectiveness	Continuous Improvement		4.3 Conduct other analysis as requested and time permitting to compare SRJC with other community colleges in the state and in the nation	Throughout 2013-14	Existing resources	Completed. The Fact Book, Strategic Planning Scorecard, and Institutional Effectiveness Initiative all provide comparative data.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—OTHER DISTRICT SERVICES: INFORMATION TECHNOLOGY—YEAR-END REPORT

Rank	Location	SP	M		Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	04	07	1.	Using the most efficient email infrastructure to date.	Moving the entire SRJC email boxes to Microsoft cloud.	12 months	-Considerable staff time for deployment - Cost for archiving solution: $ 2 per month per user.	-Completed. Jan 2015 All SRJC employees are on the same cloud version of Microsoft Office. This enables much simpler file sharing and secure access remotely or on campus for Mac and PC users.
0002	Santa Rosa	04	07	2.	Upgrade Security and Earthquake resistance of District Computer Server Room.	Add Card lock access to SR IT areas with access to the server room. Add key lock box for all IT employees to use to access the server room. No taking keys off campus.	12 months	- ITG funding for card locks - ITG funding for lock box, waiting for facilities to install - Staff time to oversee installations	- Completed July 2015. Card lock access installed on all IT Bussman perimeter access doors and additional card locks on the server room access.
0003	ALL	04	07	3.	Accreditation IIC and IIIC	- Work with team to complete IIC and IIIC accreditation	12 months	- Staff time	- Completed Spring 2015. Accreditation for IIC and IIIC passed.
0004	ALL	04	07	4.	Upgrade all District computers to Win 7, XP goes out of support in Spring 2014	- Upgrade hardware to handle Win 7 - Eliminate security risks of unsupportable Operating Systems (XP).	12 months	- Staff Time	All computers that can be upgraded, 98%, done. Still have about 50 computers running software that only runs on WINXP still not upgraded.

6.1 PROGRESS AND ACCOMPLISHMENTS—2014-15—OTHER DISTRICT SERVICES: PUBLIC RELATIONS—YEAR-END REPORT

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
0001	ALL	04	06	1. Ensure successful passage and implementation of SRJC Facilities Bond Measure	1.1 Collaborate with and support consultants' efforts to implement a successful plan, especially in relation to local media, outreach and marketing 1.2 Provide counsel to the President in relation to local media, outreach and marketing in support of the Bond measure 1.3 Support outreach activities of the President, members of the Cabinet and Board of Trustees in support of the Bond measure	Fall 2014	N/A	1. The Bond passed and our goal was achieved. 1.1 Close collaboration with consultants, 1.2 providing counsel to the President with a strong positive response from local media, and 1.3 supporting outreach activities of the President (such as writing a Close to Home piece) all were essential elements in the bond passage.
0002	ALL	08	06	2. Develop marketing plan to support Enrollment Management Plan, and help SRJC meet our enrollment goals for 2014-15	2.1 Provide leadership in marketing and public relations with effective, creative and organized campaigns (including both paid and unpaid promotion) 2.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes 2.3 Effectively utilize our web site and social media to support enrollment goals	Fall 2014-Spring 2015	Current staff for creating the plan. $100,000 or more (depending on the plan) to implement the plan; will include paid advertising, other materials	We developed a marketing plan that was part of the Strategic Enrollment Marketing Plan. However, we did not meet our 2014-15 enrollment goals. Note: new and returning student enrollment is up markedly, which could be influenced positively by advertising. Continuing student attrition was a problem, but not influenced by advertising, 2.1 Led marketing and p.r. campaigns which were effective in generating interest (based on very successful click-through rates). 2.2 Built much more collaborative efforts with Student Services, and continued collaboration with Academic Affairs. This collaboration is bearing fruit now. 2.3 The District web site redesign, which launched in October, was a large undertaking that saw some challenges. Under PR leadership, collaborating with Student Services and IT, we formed the Ad Hoc Web Site Workgroup, to

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
								obtain much broader input from all relevant constituencies into the design and functionality of the web site. This is moving in the right direction and more quickly now. Social media efforts were very successful in increasing student engagement and student support, but cannot be tied to enrollment.
0003	ALL	08	06	3. Provide effective communications and marketing support for successful accreditation visit in Spring 2015	3.1 Collaborate with Accreditation leadership to plan effective communications/marketing pieces that are inspiring, organized and clear 3.2 Provide advice on the best approaches to achieve the sub-goals of the Accreditation team	Fall 2014-Spring 2015	Current staff	3. The District was fully accredited. 3.1 PR provided substantial support through graphic design and support for the web site. The Accreditation team commended the Self Evaluation Report (printed/web), produced collaboratively with Academic Affairs and PR. 3.2 PR was always available to internal members of the Accreditation team for any support requested. One of the items deemed by the visiting Accreditation Team to require improvement was on the web site. The problem, a temporary one, was due to the relaunch and continued redesign of the web site. While it was fixed in time for the visit, it was not fixed for a few important weeks prior to the visit, which resulted in the need for improvement.
0004	ALL	08	06	4. Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	4.1 Work with IT to complete development of new, mobile-friendly, effective web site 4.2 Continue expanding social media platforms, analysis and effectiveness 4.3 Support updated content, photos and videos on new department web sites	Fall 2014-Summer 2016	Current staff	PR was successful in improving institutional effectiveness through the following: 4.1 Worked closely with IT to launch the new web site and led creation of the Ad Hoc Web Site Workgroup 4.2 Social media has continued to grow rapidly with thousands of students and others using Facebook, Twitter, LinkedIn and, new this year, Instagram. Overall we have 10,000 more followers than last year. 4.3 Supported new departments through making photos available to them; it is not an efficient process due to technical limitations at this time

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
								(will require a Digital Asset Management system, which depends on the upgrade of the District IT network core).
0005	ALL	07	06	5. Initiate planning process for SRJC 100th Anniversary Year	5.1 Working with the President's office, create centennial anniversary committee 5.2 Work with committee to develop the plan including vision, mission, purpose of the anniversary activities 5.3 Work with committee to develop process for college and community involvement in anniversary activities	Fall 2014- Summer 2015	No additional resources required in 2014/15.	PR has worked with the Foundation to develop branding for the 100th Anniversary. Outside of our work with the Foundation we've gathered names of interested people, and actual 100th Anniversary planning is starting Fall 2015. This was acceptable to Dr. Chong, due to many other priorities of 2014-15.
0006	ALL	08	06	6. Continue growth of communication with students, parents and community through successful web, digital and social media programs	6.1. Create and implement an online marketing strategy, aligned with overall marketing and branding goals/efforts, in order to support increased enrollment, success and completion 6.2. Use original unpaid and paid content, including photography and video, on social media, digital and traditional media outlets, to support student persistence and student life 6.3. Diversify social media outlets used to market SRJC stories and news,	2014-15	$15,000 for paid ads	6. Web, digital and social media programs have grown significantly in reach and engagement (communication). 6.1 The Social Media Coordinator created and implemented an online marketing strategy including, for the first time, digital advertising for both Santa Rosa and Petaluma, as well as different ads to match student demographics (zip code including Petaluma and Santa Rosa, age, CTE/Transfer focus). There were over 3.55 million impressions of our ads served (the ad appeared on a page that was seen by someone in our target market). 6.2 Total social media posts, including many original stories featuring students, were 2,561. Total posts and responses have more than doubled since last year, now nearly 2600. 6.3 Social media has added Instagram, as well as significantly expanded LinkedIn. Total followers for all social media increased by 47% to 33,821.

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Accomplishments
					according to the specifics of each outlet, to reach all potential students and supporters 6.4. Use social media outlets to better reach and serve students and the community, by providing reliable customer service and answering questions through social media.			6.4 We answered over 120 individual inquiries from students (How do I register? Where do I park? Etc.) This has often resulted in a faster response for the student, with a high level of student satisfaction. PR has worked with Student Services on a way to handle such queries efficiently.
0007	ALL	08	06	7. Maintain strong levels of coverage by the media for SRJC.	7.1 Continue nurturing relationships with editors, producers, broadcasters and reporters. 7.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast. 7.3 Strengthen relationships and partnerships throughout the college including all campuses, sites and programs to identify compelling stories that will be of interest to the press and the community.	Fall 2014-Spring 2015	Current staff	7. There were exceptionally strong levels of coverage by the media – 724 articles published or broadcast, compared with a more typical year of about 600. 7.1 Coverage was strong in part due to the bond. Regular contact through press releases (27% increase), as well as calls, maintained relationships. 7.2 Limited time was available to pitch story ideas due to competing priorities. 7.3 The Social Media/Marketing Coordinator, in particular, reached out to many departments and uncovered many compelling stories, which were reported on the JC's Facebook pages and web site.