

6.3a ANNUAL GOALS – 2015-16 – ACADEMIC AFFAIRS

Rank	Location	SP	M	Goal	Objectives	Time Frame	Resources Required
0001	ALL	04	01	1. Provide, enhance, integrate, and continuously improve facilities and technology to support learning and innovation.	Incorporate best practices and innovations for facilities and technologies in order to enhance learning and working environments. This will be operationalized as developing a specific Educational Master Plan for Technology and Facilities for Measure H bond.	2014-17	Staff time, funding for meetings and events with external agencies and faculty.
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.).
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.
0001	ALL	02	01	4. Foster learning and academic excellence by providing effective programs and services.	Engage students and spark intellectual curiosity in learner-centered environments.	2014-17	Staff time, coordination with Professional Development and Academic Senate, utilize potential new Chancellor's Office funding stream, intense collaboration with Student Services.
0001	ALL	02	01	5. Foster learning and academic excellence by providing effective programs and services.	Develop and implement a schedule of classes that will meet or exceed SRJC's enrollment target.	2014-15	Adequate funding, staff time to evaluate, modify and develop appropriate schedule of classes.
0001	ALL	02	01	6. 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.
0001	ALL	02	01	7. Foster learning and academic excellence by providing effective programs and services.	Develop and implement "Educational Hubs" that will better serve our district and contribute to meeting enrollment targets.	2014-17	Staff time, coordination with identified community members (high schools, older adult programs, etc.). Funding for rent, facilities coordination, etc.
0002	ALL	01	01	8. 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.

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Rank	Location	SP	M	Goal	Objectives	Time Frame	Resources Required
0003	ALL	03	01	9. 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.
0003	ALL	03	01	10. 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., older adults, emerging populations, veterans, re-entry students).	2014-17	Dedicated staff time for identification of areas of community need, development of plan to provide services. Funding for programmatic offerings, adequate teaching and support staff.
0004	ALL	05	01	11. 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.
0005	ALL	06	01	12. Cultivate an inclusive and diverse organizational culture that promotes employee engagement, growth, and collegiality.	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.
0006	ALL	07	01	13. 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.
0006	ALL	07	01	14. 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.
0007	ALL	08	01	15. 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.

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Rank	Location	SP	M	Goal	Objectives	Time Frame	Resources Required
0007	ALL	08	06	16. Continuously improve institutional effectiveness in support of our students, staff and communities.	As ALO for SRJC, successfully submit the ACCJC mandated accreditation report as required by March 2016, indicating compliance with the three mandated recommendations and three recommended improvements from the June 2015 ACCJC Board meeting.	2014-15	Adequate staffing and time to identify and implement mandated changes to SRJC processes and operations.

6.3a ANNUAL GOALS – 2015-16 – FINANCE AND ADMINISTRATIVE SERVICES

Rank	Location	SP	V	Goal	Objective	Time Frame	Resources Required
0001	ALL	07	03	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.	2015-16	Staff Time and District-wide commitment to the effort
0002	ALL	07	03	2. A successful 2014-15 audit, and the submission (in March, 2016) of an acceptable response to ACCJC's recommendations regarding the District's deficiencies in fully meeting Standard III.D. These deficiencies were identified during the ACCJC team visit in March 2015.	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. This objective is directly linked to Goal #1	2015-16	Staff Time
0003	ALL	07	03	3. "Gear-up" the Accounting and Purchasing Departments for the increased demands of the Bond and Grants Programs	Review and restructure departmental personnel (and work-loads) in both the Accounting and Purchasing Departments in order to ensure sufficient staff to handle increased workloads. Acquire necessary vendor-access/expenditure tracking software to facilitate the RFP and bid process, as well as track demographic information on all award- recipients for compliance purposes.	2015-16	Potential increase in employee and equipment costs
0004	ALL	00	03	4. Increase the "Sustainable Practices" of business operations.	Implement electronic timesheets and PAF's for all employees. Implement debit cards and ACH deposits for all financial aid, scholarship, and refund recipients. Develop an environmentally-friendly purchasing plan and practices.	2015-16	Staff Time and identification of a financial services partner to implement the debit card program.
0005	All	04	03	5. Identify, through the consensus process, the direction that the	Through survey analysis, and needs-identification forums, identify:	2015-16	Staff Time and facilitator costs.

6.3a ANNUAL GOALS – 2015-16 – FINANCE AND ADMINISTRATIVE SERVICES

				District will be taking with regards to its near, and long-term, Business/Student Information System needs	<ul style="list-style-type: none"> • the areas of improvement that are needed, • the capability of our current system to address those needs, • alternatives to the system we currently have, • the cost and availability (time-lines) of various solutions, • the direction that the District will take in addressing its ERP-needs. 		
0006	All	07	03	6. Generate more revenues from facilities rentals.	<p>Purchase and implement a facilities availability and scheduling, web-accessible information system.</p> <p>Hire a District Events Coordinator to coordinate and market District facilities rentals.</p>	2015-17	Potential increase in employee and equipment costs
0007	ALL	07	03	7. 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	2015-16	Staff Time, some additional budgetary expenditures (see staffing and budget requests).

6.3a ANNUAL GOALS – 2015-16 – HUMAN RESOURCES

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	4	7	1. Technology Update	This proposal addresses the security of personnel files as space is strictly limited.	June 2016	The digital imaging of the personnel files addresses space and security concerns.
0001	ALL	4	6, 7	2. Acquisition of new facility	To house all of the functions of the HR Department in one building or two facilities in close proximity.	June 2016	Build and furnish modular facility, including equipment for "smart" training room.
0001	ALL	8	7	3. Develop and implement a comprehensive Human Resource plan.	Implement a comprehensive human resource plan to reflect "best practices" in recruitment, staffing, compensation, etc.	?	VP of HR working in consultation with the other VP's and college president may include technical assistance of a consultant.
0002	ALL	4, 8	6, 7	4. Electronic PAF & NOA Routing	Develop a way to reduce paper and more efficiently route paperwork.	Dec. 2015	IT
0001	ALL	4, 8	4, 6, 7	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. d) will create database to record all employee trainings & completion with the ability to indicate which trainings specific employees must take for promotion/advancement.	Dec. 2015	IT time Staff planning time Staff time to convert data into new system
0002	ALL	4	6, 7	6. Annual On-Line Calendar of Activities	To provide a web-based calendar of training/workshops for staff throughout the year.	Dec. 2015	IT Consultant.
	All	4, 8	6, 7	7. On-line system for onboarding of new hires.	1. Auto notify candidates to submit employment paperwork online.	June 2016	Researching NeoGov functionality.
	All	4, 8	7	8. Convert HR & Prof. Develop. Web pages to Drupal and update all linked pages.	1. Convert pages. 2. Update information. 3. Update images. 4. Archive outdated pages.	Dec. 2015	Consultant hired to complete this project.
	All	8	4, 6	9. Create a Prof. Development Plan.	1. Draft plan. 2. Vet to appropriate shared governance groups. 3. Board approval of plan.	June 2016	May need additional funds for training on drafting the plan.
	All	4, 6	7	10. Create a tracking system to implement the affordable Health Care Act and the Healthy Family Act.	1. Research Escape functionality for tracking. 2. Implement requirements of plans.	January 2016	May need STNC to assist with workload of implementation.

6.3a ANNUAL GOALS – 2015-16 – PETALUMA CAMPUS

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
1	Petaluma	8	5	1.0 Participate in the successful implementation of SRJC's Strategic Plan	1.1 In collaboration with internal and external constituents, develop a site-based Educational Master Plan that re-vision SRJC Petaluma for the future	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
2	Petaluma	4	1	2.0 Actively engage in SRJC's Facilities Master Planning process	3.1 Lead site-based planning to define the future of SRJC Petaluma facilities, technology and infrastructure needs	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
		4	1		3.2 Define SRJC Petaluma Measure H projects	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
3	Petaluma	7	5	3.0 Explore and develop opportunities to diversify the SRJC Petaluma funding base and contribute to the reduction of the district's structural deficit.	3.1 Research and explore entrepreneurial opportunities, grant-funded programs and public/private partnerships that serve the needs of the local community, and students and staff at SRJC Petaluma	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
	Petaluma	7	5		3.2 Actively participate in district efforts to balance human resource and financial needs across district sites.	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
	Petaluma	7	5		3.3 Initiate development of an equitable districtwide resource allocation model.	Throughout 2015-16	Existing resources	Administration	Saldana-Talley/ Petaluma Leadership Council
4	Petaluma	6	6	4.0 Continue to develop SRJC Petaluma Emergency/Disaster Preparedness	4.1 Hold monthly Department Operations Center (DOC) meetings; plan training exercises with BSC's and ASC's; continue to refine and improve DOC section binders.	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council/ DOC/ BSC's/ ASC's
	Petaluma	6	6		4.2 Provide support for regular building meetings among ASC's and BSC's and hold joint DOC/BSC/ASC meetings.	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council/ DOC
	Petaluma	6	6		4.3 Review emergency equipment, including backup power sources of essential infrastructure to determine the actual needs of the campus in preparation for sustaining short and long term power disruptions.	Throughout 2015-16	District Funding and additional staff resources	Administration	Petaluma Leadership Council/ DOC
	Petaluma	4	6		4.4 Identify funding sources to repair all sub-standard emergency/disaster preparedness systems.	Throughout 2015-16	Additional District Funding	Administration	Petaluma Leadership Council/ DOC

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
5	Petaluma	5	3	5.0 Continue to develop and implement the SRJC Petaluma Sustainability Initiative.	5.1 Initiate implementation of the REV Sustainability Circle Sustainability Action Plan (SAP)	Throughout 2015-16	Existing resources	Administration	Watts, SRJC Petaluma Sustainable Practices Committee
	Petaluma	5	3		5.2 Develop and implement departmental/office centralized waste and liner reduction project.	Throughout 2015-16	Staff Resources	Administration	Watts, SRJC Petaluma Sustainable Practices Committee
	Petaluma	5	3		5.3 Improve SRJC Petaluma Recycle Program through installation of color coded four-section garbage/recycle containers for the Café to enhance the recycle program in that area.	Throughout 2015-16	Additional Resources estimated at \$100 per month for service	Administration	Watts, SRJC Petaluma Sustainable Practices Committee
	Petaluma	5	3		5.4 Complete student-run Community Garden including greenhouse, rainwater catchment and solar panels; complete Living Learning Lab/Permaculture garden.	Throughout 2015-16	Possible funding through grants, donations, public/private partnerships	Administration	Watts, SRJC Petaluma Sustainable Practices Committee, Kratzmann, Daily Acts, SRJC Ag Dept.
	Petaluma	5	3		5.5 Continue to research and improve transportation options such as bus, SMART train, bicycle, carpool, and electrical vehicle charging stations.	Throughout 2015-16	Existing resources	Administration	Watts, Petaluma Leadership Council, SRJC Petaluma Sustainable Practices Committee
6	Petaluma	8	7	6.0 Expand and foster SRJC Petaluma branding, public relations, communication, outreach, and involvement in and connection with the local community	6.1 Transition SRJC Petaluma website to Drupal	Throughout 2015-16	Web design/development expertise	Administration	Petaluma Leadership Council
	Petaluma	3	5		6.2 Develop social media as a means of communicating with students and our local community	Throughout 2015-16	Web design/development expertise	Administration	Petaluma Leadership Council

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
	Petaluma	3	5		6.3 Facilitate accomplishment of the Friends of SRJC Petaluma Trust 2015/16 Annual Goals, including progress on the 3-5 year Fundraising and Marketing Plan	Throughout 2015-16	Existing resources	Administration	Friends of SRJC Petaluma Trust, Saldana-Talley
	Petaluma	3	5		6.4 Facilitate a successful 5th Annual Building Community Breakfast and accomplishment of event fund-raising goals	Throughout 2015-16	Existing resources	Administration	Friends of SRJC Petaluma Trust, Saldana-Talley, Petaluma Leadership Council
	Petaluma	3	5		6.4 Lead the SRJC Petaluma 20th Anniversary celebration and launch of the first annual LumaFest Community Open House and Education Fair	Throughout 2015-16	Existing resources	Administration	Petaluma Leadership Council
	Petaluma	8	5		6.5 Communicate an annual report of SRJC Petaluma outcomes/accomplishments/successes/benefits to the community	Throughout 2015-16	Existing resources	Administration	Saldana-Talley, Petaluma Leadership Council
1	Petaluma	1	1	1.0 Develop and implement an enrollment management and growth plan for SRJC Petaluma, including short- and long-term strategies, increased efficiency, and outreach and marketing	1.1 Develop/expand, market, offer, and evaluate outcomes for (a) 3-year weekend college program, (b) Transfer Track, (c) CSUin2 pathways, and (d) SRJC Petaluma Top Majors	Throughout 2015-16	Existing resources	Academic Affairs	Williams
	Petaluma	1	1		1.2 Build SRJC Petaluma instruction schedule from scratch to maximize enrollment via programming and room scheduling efficiency and continue to improve student access to complete major and certificate requirements on the campus	Throughout 2015-17	Existing resources	Academic Affairs	Williams
	Petaluma	1	1		1.3 Rebuild SRJC Petaluma Instruction website to promote degree/transfer programs, certificates, faculty, and study support services.	Throughout 2015-16	Existing resources	Academic Affairs	Williams
	Petaluma	1	2		1.4 Coordinate South County Outreach Team to outreach to local high schools and counselors to increase concurrent enrollment; expand Jump Start program area high schools	Throughout 2015-16	Existing resources	Academic Affairs/ Student Services	Williams, Long

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
	Petaluma	1	2		1.5 Identify best practices retention strategies and implement a plan to improve student retention	Throughout 2015-16	Existing resources and SSSP (State) Funding	Academic Affairs/ Student Services	Williams, Long
2	Petaluma	1	1	2.0 Explore and strengthen CTE presence at SRJC Petaluma	2.1 In collaboration with Public Relations, develop, implement, and evaluate a marketing plan to increase brand awareness in the community and meet enrollment management plan targets	Throughout 2015-16	Existing resources	Academic Affairs/ Student Services	Williams, Long
	Petaluma	2	3		2.2 Explore development of other CTE programs that support local industry demand, including Digital Audio; identify resources and facilities needed to expand STEM and health programs	Throughout 2015-16	Existing resources	Academic Affairs	Williams
3	Petaluma	4	1	3.0 Expand STEM offerings at SRJC Petaluma.	3.1 Collaborate with facilities master planning group and departments to develop a plan to expand STEM facilities at SRJC Petaluma.	Throughout 2015-16	Existing resources	Academic Affairs	Williams
	Petaluma	2	3		3.2 Identify resources and facilities needed to expand STEM and health programs	Throughout 2015-16	Existing resources	Academic Affairs	Williams
4	Petaluma	3	1	4.0 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 at SRJC Petaluma	4.1 Collaborate with ELL Outreach Coordinator and ESL department to implement outreach/marketing activities for ESL	Throughout 2015-16	Existing resources	Academic Affairs	Williams
	Petaluma	3	1		4.2 Strategically redevelop an enrollment growth and management plan for ESL, including short- and long-range goals, outreach and marketing strategies	Throughout 2015-16	Existing resources	Academic Affairs	Williams, Long
1	Petaluma	1	1	1.0 Implement Student Success Teams as SRJC Petaluma approach to accomplishing SSSP program goals	1.1 Hire and train staff for Student Success Teams	Throughout 2015-16	Existing resources	Student Services	Long
	Petaluma	1	1		1.2 Define Program components, create implementation plan, and begin implementation	Throughout 2015-16	Existing resources	Student Services	Long

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
2	Petaluma	1	1	2.0 Implement Student Success Technology initiatives at SRJC Petaluma	2.1 Pilot and then implement new Degree Evaluation system at SRJC Petaluma	Throughout 2015-16	Existing resources	Student Services	Long
	Petaluma	1	1		2.2 Serve as pilot site for new Starfish Retention system	Throughout 2015-16	Existing resources	Student Services	Long
3	Petaluma	1	2	3.0 Develop and implement an Outreach Plan for the Petaluma area that supports the Enrollment Management Plan for the campus	3.1 Engage the efforts of the South County Outreach Team consisting of faculty, managers, classified staff and students	Throughout 2015-16	Existing resources	Student Services	Long
	Petaluma	1	2		3.2 Identify and catalogue outreach opportunities with K-12, business/industry, non-profits, government agencies, communities of color, and underserved populations	Throughout 2015-16	Existing resources	Student Services	Long
	Petaluma	1	2		3.3 Implement a plan that maximizes existing human and financial resources while expanding community connections and awareness of the campus, particularly within the Latino community	Throughout 2015-16	Existing resources	Student Services	Long
4	Petaluma	2	1	4.0 Promote a culture of Career and Major exploration and development for students starting with recruitment and through goal achievement.	4.1 Work with faculty and staff to encourage students to focus on their goals and major choices based on interests	Throughout 2015-16	Existing resources	Student Services/ Academic Affairs	Long, Williams
	Petaluma	1	1		4.2 Promote Work Experience, internships and service learning/volunteer opportunities	Throughout 2015-16	Existing resources	Student Services/ Academic Affairs	Long, Williams
	Petaluma	1	6		4.3 Examine District procedures and systems for a systematized approach to career/major exploration for undecided students	Throughout 2015-16	Undetermined	Student Services	Long
5	Petaluma	3	5	5.0 Enhance student life opportunities and social media presence for SRJC Petaluma	5.1 Support an increase in and variety of student activities at SRJC Petaluma, including multi-cultural events	Throughout 2015-16	Existing resources	Student Services	Long
6	Petaluma	1	6	6.0 Evaluate and refine allocation and utilization of space, staffing and resources available to	6.1 Examine outreach efforts toward all students, with responsibility to growing populations, including Latino/a populations	Throughout 2015-16	Existing resources	Student Services	Long

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
				SRJC Petaluma Student Services					
	Petaluma	1	6		6.2 Secure additional resources and staff for SRJC Petaluma, and realign existing positions as feasible	Throughout 2015-16	Existing resources	Student Services	Long
7	Petaluma	1	2	7.0 In cooperation with District departments, plan and implement Learning Communities and Hispanic Serving Institution (HSI) programs at SRJC Petaluma	7.1 Plan and develop new Multicultural/Intercultural Center services	Throughout 2015-16	Existing Resources	Student Services	Long
6	Petaluma	1	2		7.2 Plan and develop Dream Center	Throughout 2015-16	Existing Resources	Student Services	Long
1	Petaluma	8	6	1.0 In collaboration with District Business Services, the SRJC Petaluma Business Services unit will facilitate the delivery of campus support and related business services.	1.1 Develop and refine Business Services at SRJC Petaluma	Throughout 2015-16	Existing resources	Business Services	Lewis
	Petaluma	8	6		1.2 Work on improving the efficiency of the budget and tracking process for SRJC Petaluma	Throughout 2015-16	Existing resources	Business Services	Lewis
	Petaluma	7	7		1.3 Work in partnership with Gateway to College Director to create budget planning tools	Throughout 2015-16	Existing resources	Business Services	Lewis
2	District	7	3	2.0 In collaboration with District Business Services, support Department Operations Center (DOC) Emergency Preparedness planning efforts for the SRJC Petaluma.	2.1 Create Disaster Preparedness Forms for the District	2015/16 through 2016/17	Existing resources	Business Services	Lewis
	Petaluma	6	6		2.2 Refine rough draft of the Finance Section of the Department Operations Center (DOC) binder for SRJC Petaluma	Throughout 2015-16	Existing resources	Business Services	Lewis

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
	Petaluma	6	6		2.3 In collaboration with the Petaluma Leadership Council, provide Business Services support in the coordination and organization of supplies and materials for the DOC Center.	Throughout 2015-16	Existing resources	Business Services	Lewis
3	District	5	3	3.0 In collaboration with District Business Services, improve Sustainable Practices for Business Services standard practices.	3.1 Develop sustainable processes for storage/retention/access of backup documentation throughout the Business Services function	Throughout 2015-16	Existing resources	Business Services	Lewis
	District	1	3		3.2 Redevelop the Accounting website to be more interactive and helpful for students	2015-16 through 2016-17	Existing resources	Business Services	Lewis
4	District	7	6	4.0 Participate in planning to reduce SRJC's structural deficit.	4.1 Through participation in committees (BAC, FRET) continue involvement in identifying new sources of funding, best utilization of existing funding, and identification of cost savings	2015-16 through 2016-17	Existing resources	Business Services	Lewis
1	Petaluma	4	6	1.0 Complete and implement the draft key/card distribution/retrieval procedures in order to improve security at SRJC Petaluma.	1.1 Procedures - Review draft procedures and modify as needed, final review with PLC	Throughout 2015-16	Existing staff resources	Facilities Operations	Watts
	Petaluma	4	6		1.2 Key Boxes - Review current key box system to Improve current distribution, monitoring, and retrieval procedures.	Throughout 2015-16	Existing staff resources	Facilities Operations	
2	Petaluma	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 campus learning and working environment.	Throughout 2015-16	Additional skilled staff and or funds.	Facilities Operations	Watts
	Petaluma	6	3		2.2 Fill void in administrative support staff with permanent on-site staffing or funding for STNC	Throughout 2015-16	Additional skilled staff/funds.	Facilities Operations	Watts
	Petaluma	6	3		2.3 Fill shortage in Grounds staffing with permanent staff or funding for STNC	Throughout 2015-16	Additional skilled staff/funds.	Facilities Operations	Watts
3	Petaluma	4	3	3.0 Provide support for SRJC Petaluma Measure H projects through	3.1 Work collaboratively with Facilities Planning and Operations to identify bond-funded upgrade/modernization projects that	Throughout 2015-16	Will require additional staff resources in	Facilities Operations	Watts

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
				project design and implementation.	will enhance the learning and working environment on the SRJC Petaluma.		order to provide meeting time to review projects		
	Petaluma	4	3		3.2 Continue to identify, and prioritize Measure H bond projects.	Throughout 2015-16	Will require additional staff resources in order to provide meeting time to review projects	Facilities Operations	Watts
	Petaluma	4	3		3.3 Provide vision and construction knowledge to assist in design and development of facilities projects.	Throughout 2015-16	Additional staff resources in order to provide meeting time to review projects	Facilities Operations	Watts
4	Petaluma	4	7	4.0 Develop a staffing plan to support student, outreach, and outside events on campus.	4.1 Track event hours, and funds received utilizing STNC's to offset lost production hours.	Throughout 2015-16	Utilization of existing staff, and or STNC AA	Facilities Operations	Watts
1	Petaluma	8	7	1.0 Continue development of media instructional support services for SRJC Petaluma.	1.1 Design and develop a Media Services page on the SRJC Petaluma website.	2015-2016	With SRJC Petaluma Existing resources.	Media Services	Pearson
2	District	8	6	2.0 Assist with purchase and deployment of the district Event Management System.		2015-2016	With District Resources	Facilities Operations/Media / Student Affairs/ all district facility schedulers	Pearson, SR Media Manager / Bielen / Ethington / Webb
3	Petaluma	5	5	2.0 Develop a district visual resources and asset management system.	2.1 Work with Public Relations to develop a districtwide photo and video management system to track and easily find both images/footage, identify the subjects, and release rights.	Ongoing 2015-2016	With Campus and District resources.	Media Services / Public Relations	Pearson, PR Director

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Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required	Area	Person(s) Responsible
4	District	5	6	3.0 Assess current video conferencing needs and develop a plan to create additional implementations.	3.1 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.	2015-2016	With existing Bond funding	Media Services	Pearson, SR Media Manager, IT Manager

6.3a ANNUAL GOALS – 2015-16 – STUDENT SERVICES

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
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	Staff time; coordinate outreach, middle schools and "Sonoma Promise". Set agreements with schools and community partners.
0001	ALL	01	02	2. Support development of the whole student from early college awareness through successful completion of educational and career goals.	Increase retention and academic progress through student engagement with: academic and student services, faculty and staff, and campus and community activities.	2014-17	Staff time; faculty involvement in "Early Connect", coordinated outreach and SSSP. Pilot EPI and related student follow-up.
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	Increased counselor contact time; improve online services for Distance Ed students.
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	Staff time; HSI and SSSP, Student Equity funded programs and events.
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	Staff time; implementation of Engagements and intercultural events.
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	Staff time; collaboration of HSI, SE, BSI, Umoja, and Apass program activities.
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	Staff time; HSI, SSSP and Student Equity funds, intercultural engagement.

6.3a ANNUAL GOALS – 2015-16 – STUDENT SERVICES

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
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	Staff time; Implementation of multicultural events, arts and lectures and engagement activities.
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	Staff time; Remodeled space for Veterans Resource Center, Student Equity Center, Dream Center.
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	Staff time; Sustainable practices among students, adopt "Greenprint" recommendations.
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	Staff time; coordination with SRJC Foundation and Grants Office.
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	Staff time; follow Strategic Enrollment Plan.
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 2015-16.	2014-17	Staff time; implement short term enrollment plan, expand marketing and onboarding model.
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	Staff time; complete SLO assessments for all programs and integrate results toward program development.

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FACILITIES PLANNING & OPERATIONS

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required
1.0	District Wide	DEF	1/2/3/ 4/5/6	1.0 Manage and Coordinate District Wide Projects and Space Planning	1.1 Plan, design, bid and complete projects district wide in support of student success.	Ongoing	+/- 200,000
		DEF			1.2 Manage and coordinate space planning and improvements as minimally required to meet departmental and grant/programmatic need(s).	Ongoing	+/- 200,000
1.0	District Wide	DEF	1/2/3 /4 /5 /6	2.0 Develop and submit the District Five-Year Capital Outlay Plan to the State	2.1 Prepare and coordinate with Measure H, obtain Board approval and submit the 2016-2020 Major Capital Outlay Plan.	July 2015	+/- 20,000
1.0	District Wide	DEF	1/2/3 /4 /5 /6	3.0 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 based on TCO.	December 2015	+/- 20,000
1.0	District Wide	DEF	1/2/3 /4 /5 /6	4.0 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 analysis of opportunities.	2015-16	+/- 100,000
		DEF			4.2 Based on TCO/Accreditation requirements, establish need for "Energy & Sustainability Manager" position reporting to Dean FPO.	Ongoing	
		DEF			4.3 Establish and adopt during the design phase, conservation and sustainable elements whenever feasible. Such as: Bloom Box, MWVAT, Fuel Storage, PVs, thermal energy storage, LEDs, increased recycling and water conservation.	Ongoing	
1.0	District Wide	DEF DEF	1/2/3 /4 /5 /6	5.0 Enhance District-Wide Safety and Risk Management	5.1 Review and update the District Hazard Communication program for the new GHS-SDS requirements.	June 2016	+/- 55,000

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FACILITIES PLANNING & OPERATIONS

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required
		DEF			<p>5.2 Review and improve the health and safety training awareness, by establishing monthly offerings of New Employee Safety Orientation and Emergency Preparedness.</p> <p>5.3 Review and identify loss exposure trends with carrier to focus on supporting the reduction of the District loss exposure.</p>	<p>Ongoing/ June 2016</p> <p>Ongoing</p>	+/- 35,000
1.0	District Wide	DEF DEF DEF DEF	1/2/3 /4 /5 /6	6.0 Enhance District-Wide Sustainability Initiatives	<p>6.1 Provide leadership and review District-wide sustainable initiatives through IEPC to ensure conformance with District's Strategic Plan Goal E</p> <p>6.2 Based on TCO/ Accreditation requirements, establish need for "Energy & Sustainability Manager" position reporting to Dean FPO.</p> <p>6.3 Implement district wide Energy Efficiency Projects and Initiatives reducing the District's carbon footprint.</p> <p>6.4 Obtain grant funding for an "Energy and Sustainability Associate" to develop and implement the Action Plan, reviewing/updating web page content from a cross discipline representation.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Sept. 2015</p>	+/- 100,000
1.0	District Wide	DEF	1/2/3 /4 /5 /6	7.0 Enhance District-Wide Emergency and Disaster Preparedness	<p>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. Establish Fall and Spring Semester training sessions.</p>	Ongoing	

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FACILITIES PLANNING & OPERATIONS

Rank	Location	SP	M	Goal	Objective	Timeframe	Resources Required
		DEF			7.2 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.	Oct. 2015	
		DEF			7.3 Provide leadership to the North Coast College University Mutual Aid Group as program manager of the six Community Colleges and three CSUs with continued meetings and training opportunities.	June 2016	

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FOUNDATION

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	00	00	1. Focus on significant major gifts (\$25K) and transformational gifts (\$500K)	<p>1.1 Secure \$2 million outright and irrevocable planned gifts.</p> <p>1.2 Secure ten new major gifts to support students and instructional programs.</p> <p>1.3 Secure one outright or planned transformational gift</p> <p>1.4 Increase year to year (YTY) gifts over previous year and frequency of donor giving</p> <p>1.5 Increase solicitations to SRJC alumni for annual fund and major gifts</p>	FY 15/16	No Resources Required
0001	ALL	00	00	2. Expand alumni relations program to increase Alumni Association memberships, participation in alumni and College activities, and giving to the College. Engage alumni for 100 th Anniversary.	<p>2.1 Increase YTY new graduate memberships</p> <p>2.2 Increase YTY annual renewals</p> <p>2.3 Expand outreach to and benefits for Alumni Association members and all alumni of SRJC</p> <p>2.4 Promote alumni success through outreach, newsletters, online, etc.</p> <p>2.5 Identify alumni for gifts, stories, and other forms of engagement in the 100th Anniversary</p>	FY 15/16	No Resources Required
0001	ALL	00	00	3. Secure SRJ Foundation Board involvement at all levels of fund development, alumni and community relations.	<p>3.1 Board members assist with identification and solicitation of potential donors</p> <p>3.2 Board members engage community and donors for the purpose of gift cultivation</p> <p>3.3 Board members serve as ambassadors, advocates, and askers for College.</p> <p>3.4 Foundation track Board secured gifts</p>	FY 15/16	No Resources Required
0001	ALL	00	00	4. Develop collateral to showcase Foundation's 100 th Anniversary Campaign to raise additional funding	<p>4.1 Create 100th Anniversary logo</p> <p>4.2 Brand all marketing materials</p>	FY 15/16	No Resources Required

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FOUNDATION

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
				for the needs of the College.	4.3 Create Anniversary video 4.4 Develop specific 100 th fundraising materials		
0001	ALL	00	00	5. Continue development and advancement support to college president, deans, department chairs and College community.	5.1 Collaboration with President, VP's Deans, Dept. heads for major fundraising effort 5.2 Advancement trainings for College community 5.3 College presenters at Foundation meetings	FY 15/16	No Resources Required
0001	ALL	00	00	6. Provide fundraising support to the Foundation's Trusts: AgTrust, Bear Cub Athletic Trust, and Friends of Petaluma Campus Trust.	6.1 Dedicate support staff to assist Trust members outreach to community, host events, and raise funds for the specific focus areas: Agriculture & Natural Resources, Athletics, and Petaluma Campus. 6.2 Allocate 25%-30% of fundraisers hours per week to each Trust. 6.3 Increase gifts to Trust areas through personal solicitation.	FY 15/16	No Resources Required
0001	ALL	00	00	7. Expand current fundraising and marketing staff levels, and develop three-year personnel plan to recruit and retain experienced advancement staff, address succession, and provide opportunities for advancement for current staff.	7.1 Expand fund development staff level within next 12 months to support fundraising goals and increased responsibilities for 100 th Anniversary Campaign. 7.2 Hire Marketing & Communications Director to focus on 100 th Anniversary, Planned Giving, and Foundation community outreach and engagement. 7.3 Work with Board Personnel Committee to draft three-year plan for Board approval.	FY 15/16	No Resources Required

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: FOUNDATION

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	00	00	8. Maximize actual time in the field for development staff, to insure that the highest possible number of “asks” regularly occurs, resulting in increased levels of gifts.	<p>8.1 Track prospects to ensure that gift asks increases by 25% per year.</p> <p>8.2 Increase number of prospects/ donors contacted per year by 50%.</p> <p>8.3 Prospect portfolio maintained to target: 50</p> <p>8.4 Ensure prospect reports accurately reflect fundraisers efforts to engage and solicit potential donors.</p>	15/16	No Resources Required
0001	ALL	00	00	9. Expand corporate and business partnerships and other business relationships and include in 100 th Anniversary fundraising effort	<p>9.1 Secure 100 corporate/business partners to contribute to 100 at 100 program by 2018.</p> <p>9.2 Collaborate with College deans/depts to build strong ties to local corporations and businesses.</p> <p>9.3 Ensure corporate involvement in naming opportunities in new/renovated buildings.</p>	15/16	No Resources Required
0001	ALL	00	00	10. SRJC Board of Directors participate in the 100 th Anniversary fundraising efforts to secure outright and deferred/planned gifts.	10.1 In partnership with Foundation staff, raise \$400K (\$1.2M over three years) through a process of identification cultivation, and solicitation of individuals and corporations.	15/16	

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: INSTITUTIONAL RESEARCH

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
1	ALL	Institutional Effectiveness	Continuous Improvement	1. Access internal SRJC student information system data in order to provide adequate data analysis for district planning, accountability, and evaluation purposes	<p>a. Acquire access to IT SIS Data Warehouse (which will show evidence that Recommendation #1 of the Accreditation Report, calling for expanded access to data, is being addressed)</p> <p>b. Provide professional development for IR staff to become familiar with querying the IT SIS Data Warehouse</p>	2015-16	Support from IT, and OIR staff time
2	ALL	Institutional Effectiveness	Continuous Improvement	2. Expand access districtwide to data and analysis (contingent upon successfully achieving Goal #1)	<p>a. Create appealing data visualizations, both online and in the form of infographics</p> <p>b. Develop a real-time online enrollment data dashboard using both EMS and SIS data to provide automated daily enrollment reports to district personnel, with the functionality to "drill down" by available variables, such as student demographics, department, district location, etc.</p> <p>c. Develop an online cohort tracking tool to allow users to set parameters for tracking customizable cohorts of students to chosen outcomes (such as persistence, graduation, transfer, etc.)</p> <p>d. Develop online reports for local high schools including enrollment numbers and SRJC outcomes for their students, such as placement, persistence, awards</p> <p>e. Continue updating the annual SCJCD Fact Book and add new sections as data become available</p> <p>f. Continue the "Citizen Researcher" campaign by providing better access to data (which will show further evidence that Recommendation #1 of the Accreditation Report is being addressed) so that district employees can learn how to independently locate data they need to complete their duties</p> <p>g. Promote the use of EMSI data resources (Gap Analysis, Community Impact, projected enrollment demands for growing industries, etc.) with appropriate users throughout the district</p>	2015-16	OIR staff time

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: INSTITUTIONAL RESEARCH

3	ALL	Institutional Effectiveness	Operational	<p>3. Provide research support to departments and programs that fund the Office of Institutional Research</p>	<p>a. Continue administering the CTE Outcomes Survey on behalf of a consortium of California Community Colleges. We anticipate over half of the colleges in the state to participate in 2015/2016. (This project funds approximately one-third of OIR staff time)</p> <p>b. Continue supporting Student Equity, and SSSP efforts on behalf of the district. The new Student Equity Plan template that was released by the Chancellor's Office demands even more research and data analysis than before. (SSSP/noncredit SSSP/Student Equity funds approximately one-third of OIR staff time)</p> <p>c. Provide required research and support to the HSI Grant (which funds a 25% STNC Educational Research Specialist)</p> <p>d. Provide data and support to district requests, with a particular emphasis in supporting the "President's 2015-16 Goals" and to inform districtwide planning in support of increasing institutional effectiveness (district funding covers approximately one-fifth of OIR staff time)</p> <p>i. Continue responding to state and federal mandates/requirements in a timely and accurate fashion</p> <ol style="list-style-type: none"> 1. IPEDS 2. Student Success Scorecard 3. Placement Test Validation studies 4. Gainful Employment 	2015-16	Grant and categorical funding, OIR staff time
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6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: INFORMATION TECHNOLOGY

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	01	07	Upgrading SIS to a next generation commercial product	Work with planning teams and Sig Consulting to help define next generation ERP needs	36 months	<ul style="list-style-type: none"> - SIG Corp for consulting help to define needs via business process analysis and surveys. Also, use SIG for procurement management - SRJC staff and faculty participation in planning and implementation - IT Staff for planning and implementation - \$15-25M in bond funding
0002	ALL	04	07	Upgrade Network Infrastructure from 1 GHz backbone to 10 GHz backbone	<p>Year 1 - Upgrade the core router and switches \$2M project. Buy Nimble Network storage appliance.</p> <p>Year 2- Upgrade wiring and switches, upgrade wireless access points.</p> <p>Year 3- Upgrade wiring and switches and access points and expand adding new access points.</p>	36 months	<ul style="list-style-type: none"> - \$2M in bond funding for equipment and consulting - Network Tech time to plan, install and test - Coordination with Facilities and Capital improvement
0003	ALL	07	07	PCI Compliance	Upgrade card readers to be compliant to new standard for chip on card credit cards. Make sure all vendors are compliant	12 months	<ul style="list-style-type: none"> - Staff time to manage compliance checking - Network Techs to enable new credit card swipers - Programmers to implement in SIS
0004	ALL	07	02	Replace obsolete Financial Aid system with a new system	Transition to a new Fin Aid system to replace the discontinued Regent Fam system	24 months	<ul style="list-style-type: none"> - Fin Aid team - IT Manager and project manager - Funding for new system and migration
0005	ALL	01	06	Migrate to CC Portal	Replace SIS student and faculty portals with CCC standard	12 months	<ul style="list-style-type: none"> - Academic Affairs manage change - Programmers to interface with SIS - IT Project manager
0006	ALL	02	02	Adopt CCC Common Assessment Tool	Adopt CCC common assessment tool when available to replace discontinued Compass Assessment tool	12 months	<ul style="list-style-type: none"> - Academic Affairs math and English to set up new tool and cut scores - Programmers to interface with SIS - IT Project manager
0007	ALL	02	01	Adopt CANVAS for online learning	Migrate CATE and MOODLE online classes to CANVAS	12 months	<ul style="list-style-type: none"> - Academic Affairs to redesign and update classes - IT for project management and web related migration
0008	ALL	02	06	Implement standard instructor work station on all SRJC sites	Work with Media and Academic Affairs to develop and implement a single standard hardware and software configuration for a consistent instructor station standard for the SRJC	24 months	<ul style="list-style-type: none"> - ITG Bond funding for new workstations - Staff time to image and implement

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: PUBLIC RELATIONS

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0001	ALL	07		Develop marketing plan to support Strategic Enrollment Management Plan, and help SRJC meet our enrollment goals for 2015-16	<p>1.1 Provide leadership in marketing and public relations with effective, creative and organized campaigns (including both paid and unpaid promotion)</p> <p>1.2 Collaborate closely with Student Services and Academic Affairs to create effective timelines and themes</p> <p>1.3 Develop and implement a year round college advertising plan</p> <p>1.4 Study the best practices of Public Relations Departments of community colleges</p> <p>1.5 Effectively utilize our web site and social media to support enrollment goals</p>	Fall 2015-Spring 2016	<p>Current staff for creating the plan.</p> <p>\$100-150,000 or more (depending on the plan) to implement the year-round advertising plan; will include paid advertising, marketing materials</p>
0002	ALL	01		Co-lead web site revisions to meet accreditation 2015 requirements.	2.1 Collaborate with Student Services (A&R, Counseling) to ensure appropriate revisions are made in a timely fashion.	Fall 2015-February 2016	Current staff
0003	ALL	08		Support the successful implementation of the SRJC Strategic Plan through improving institutional effectiveness	<p>3.1 Co-lead the Ad Hoc Web Site Workgroup to support updated content, photos and videos on top layers of web site, as well as new department and faculty web sites</p> <p>3.2 Continue expanding social media platforms, analysis and effectiveness</p>	2015-16	Current staff
0004	ALL	07		Initiate planning process for SRJC Centennial Year	<p>4.1 Working with the President's office, create centennial anniversary committee</p> <p>4.2 Work with committee to develop the plan including vision, mission, purpose of the anniversary activities</p> <p>4.3 Work with committee to develop process for college and community involvement in anniversary activities</p>	2015-16	Current staff for 15-16

6.3a ANNUAL GOALS – 2015-16 – OTHER DISTRICT SERVICES: PUBLIC RELATIONS

Rank	Location	SP	M	Goal	Objective	Time Frame	Resources Required
0005	ALL	04		Support 2030 Plan for Facilities with marketing and communications vision and collaboration	<p>5.1 Collaborate with Director of Capital Projects to create and implement marketing and communications plan</p> <p>5.2 Research best practices in implementation of such a plan at other community colleges</p>	Fall 2014-Summer 2015	Bond funds will be used for contract staff (TBD)
0006	ALL	08		Continue growth of communication with students, parents and community through successful web, digital and social media programs	<p>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</p> <p>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</p> <p>6.3. Diversify social media outlets used to market SRJC stories and news, according to the specifics of each outlet, to reach all potential students and supporters, with focus on Hispanic and underserved communities</p> <p>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.</p>	2015-16	Included in Goal 1, Marketing plan to support Strategic Enrollment Management Plan
0007	ALL	08		Maintain strong levels of coverage by the media for SRJC.	<p>7.1 Continue nurturing relationships with editors, producers, broadcasters and reporters.</p> <p>7.2 Develop and pitch creative story ideas to a variety of media including online, print and broadcast.</p> <p>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.</p> <p>7.4 Collaborate with Athletics to support public visibility of the department for a wide range of supporters including alumni and donors</p>	2015-16	Current staff