

# Moving Forward to 2014

Guam Community College  
INSTITUTIONAL STRATEGIC MASTER PLAN -ISMP  
Educational Campaign  
Multi Purpose Building November 2012

# **Vision Statement**

... It will be Guam's premier career and technical institution and finest secondary and postsecondary basic educational institution serving the island's adult community...

# Mission Statement

The mission of Guam Community College is to be a leader in career and technical workforce development by providing the highest quality education and job training in Micronesia.

*~ BOT approved March 11, 2009*

# Purpose of the ISMP

- To serve as a guide to action
- To illustrate long term goals and initiatives
- To serve as GCC's official planning document
- To communicate long-term vision and plan

# Initiative I : Pioneering

This goal seeks to identify the career and technical as well as basic educational skill requirements of the workforce through periodic employers' needs assessment in order to improve the skill levels and productivity of the island's workforce.

# Strategy and Action Steps

- Coordinate the development of an employer needs assessment focused on training and educational services
- Develop a program to partner with private workforce training providers

# Benefits of Pioneering

- A process to identify regional workforce needs
- Establish educational standards that link to local and national industry standards
- Leveraging of public and private resources
- A coordinated approach to improve career and technical training services

# Updates to Action Step 1

- 1<sup>st</sup> survey conducted in 2008 – 11% response rate
- 2<sup>nd</sup> survey conducted in June 2011 – 40% response rate
- 3<sup>rd</sup> survey will begin in December 2012

Distribution to GCC advisory committees, apprenticeship sponsors, Chamber of Commerce, and Guam Contractor's Association



# Updates to Action Step 2

- Standard Operating Procedures for establishing private industry and training relationships with individuals outside of GCC completed as of September 2012
- Join relevant business service organizations on membership basis

# Initiative II : Educational Excellence

This goal is defined by its ability to demonstrate that student learning outcomes (SLOs) are being attained, as gauged by the institutionalized process of systematic and regularized assessment that allows programs and services to identify, analyze, and use assessment results for accountability and program improvement.

# Strategy and Action Steps

- To sustain accreditation through improved training programs and an enhanced participatory governance process
- Link program review and assessment, institutional planning and resource allocation to student learning outcomes

# Benefits of Education Excellence

- Reaffirmation of GCC's accreditation status
- SLO-driven courses and programs
- Maintain an assessment model to evaluate and make programmatic changes

# Updates to Action Step 1

- Full accreditation successfully obtained in July 2012
- Participatory governance structures formalized
- Develop process for evaluating non-credit courses, workshops, and training sessions
- Evaluate existing governance policies and practices; implement process to evaluate effectiveness

## Update to Action Step 2

- Foster dialogue among program faculty and the Learning Outcomes Committee
- Review resource allocation to ensure sufficient funds to provide training, maintenance, equipment, software support and implement the college's technology plan
- Allocate a % of funds for supporting additional resources (LRC) when new programs are developed or existing programs modified

## Update to Action Step 2, cont.

- Increase compliance rate of curriculum revision process to ensure courses and programs are not over 5 years old and that they are current with community and industry standards
- Evaluate safety and security of physical records to protect integrity of student records

## Initiative III: Community Interaction

This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.



# Strategy and Action Steps

- Grow programs, Go Green, Give Now
- Create an employer, donor, and alumni outreach program
- Enrollment campaign
- Develop a marketing plan which helps to enhance GCC's brand identity
- Increase enrollment and improve student retention

# Update to Action Steps

- Increase grant funding, scholarship donations or endowments
- Increase in workforce development and training projects
- Pursue renewable energy projects on campus; plan more “Green” events
- Increase workplace giving program; naming opportunities, and volunteerism

# Update to Action Steps

- Use baseline consumer and business research to develop marketing strategies
  - Use survey results to develop business testimonials on quality of GCC graduates
- Design a branding campaign
  - Use enrollment statistics, surveys and attendance at GCC events, and Facebook to assess effectiveness
- Develop a marketing plan
  - Use GCC colors, music, and slogans into media ads and print materials

# Benefits of Community Interaction

- Community awareness & affinity for GCC
- Public & private support for GCC's vision
- Diverse financial resources
- Formal recruitment campaign

# Initiative IV: Dedicated Planning

This goal provides a means to measure progress towards attaining the vision of the College each year through a systematic review and evaluation, the results of which are utilized to inform decision making at the College at all levels.

# Strategy and Action Steps

- Create a dedicated planning taskforce to develop a measurement orientation program
- Utilize the existing 2-year assessment planning cycle

# Benefits of Dedicated Planning

- Determine benchmarks and determine success in meeting benchmarks
- Improve data collection
- Improve institutional effectiveness
- Continued support from community (internal and external)

# Updates to Action Steps

- Taskforce convened; task completed February 2011
  - Taskforce members will convene again to incorporate recommendations made during October 2012 focus group
- Develop qualitative assessments for each project plan
  - Incorporate ACCJC's rubric for Evaluating Institutional Effectiveness



# Updates to Action Steps, cont.

- Publish Scheduled timetable to disseminate status of plans
  - Include collection of evaluation data and submission of metrics for evaluation
- Present 2-year measure of institutional effectiveness
  - Develop a template to report institutional effectiveness