

Southwestern College EMP: Internal Scan & Strategic Priorities

October 24, 2012

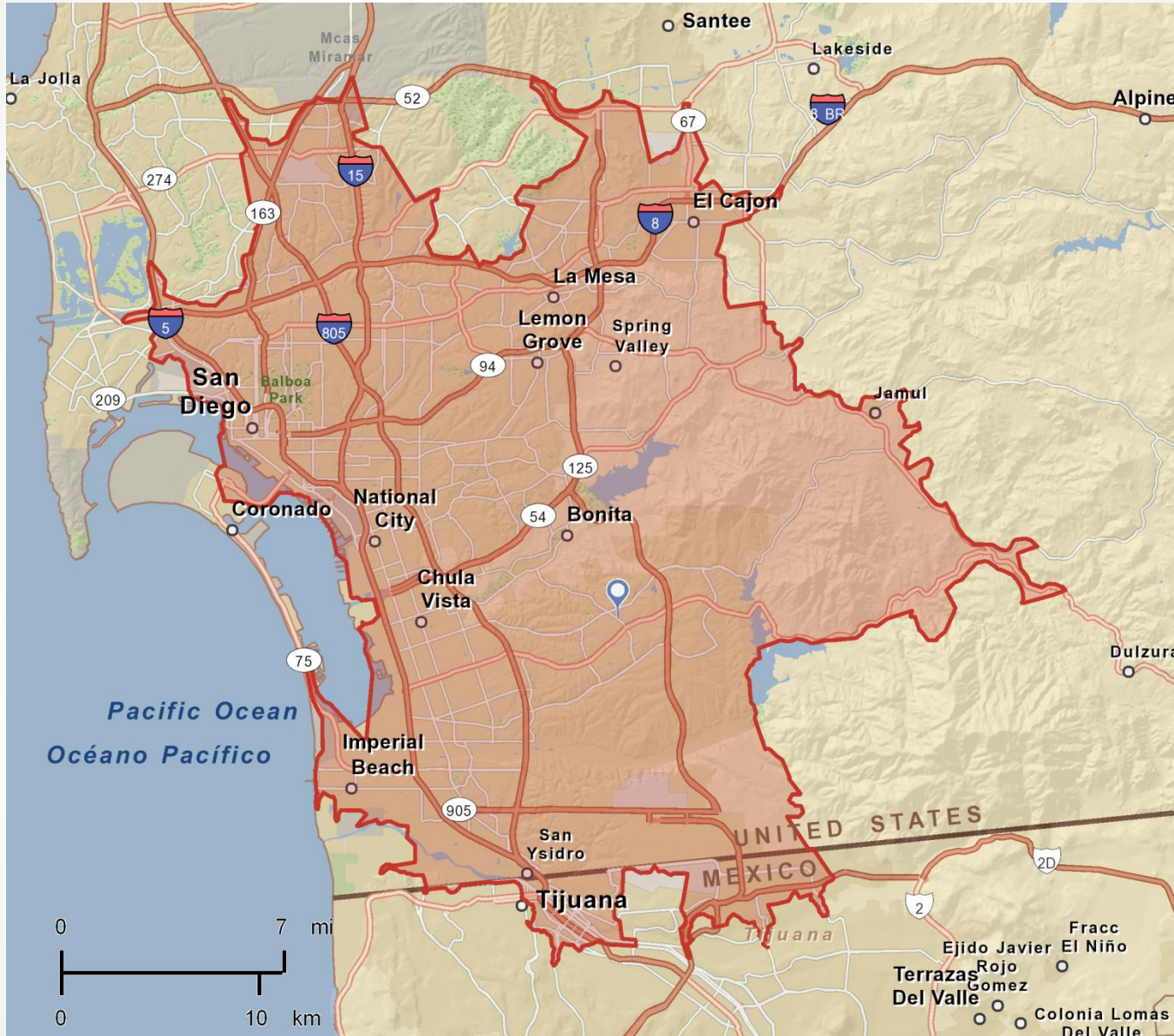


SOUTHWESTERN COLLEGE

Overview

- Additional external environment information
- Internal scan
 - Students
 - Curriculum Offerings
 - Workforce
- Strategic priorities
- Board goals
- Superintendent/President's goals

Effective Service Area



Poverty & Unemployment

Geography	Adult Poverty %	Unemployment %
State	12.4%	10.4%
County of San Diego	11.7%	9.3%
City of San Diego	13.7%	9.5%
Effective Service Area Subparts		
Bonita	5.9%	7.6%
Chula Vista	8.0%	11.1%
Coronado	5.5%	6.1%
Imperial Beach	10.3%	15.2%
Lemon Grove	15.0%	11.9%
National City	18.5%	18.2%
Spring Valley	9.1%	11.0%

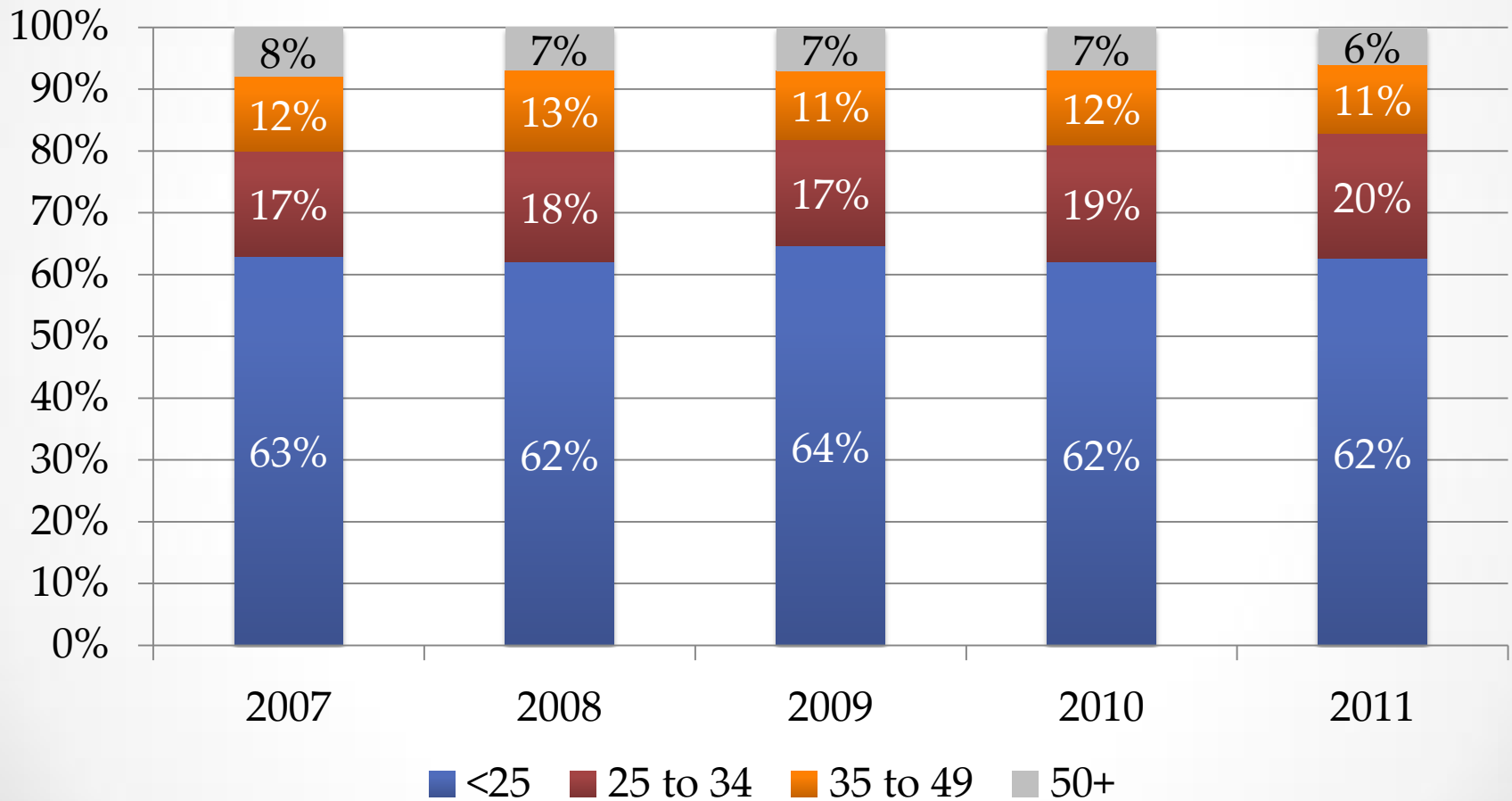
Long-Term Forecasts

Area	2008	2020	2030	% Change
SWC Service Area	462,787	548,035	600,864	30%
National City	56,144	62,300	69,306	23%
Chula Vista	230,397	267,427	289,044	25%
City of SD, San Ysidro	27,681	29,322	32,304	17%
City of SD, Otay Mesa	12,938	37,098	46,392	259%
Co of SD, Otay Mesa	4,695	12,644	16,919	260%
<i>Subtotal</i>	43,314	79,064	95,615	111%
City of SD, Barrio Logan	4,227	7,776	11,800	179%
Source: SANDAG Profile Warehouse				

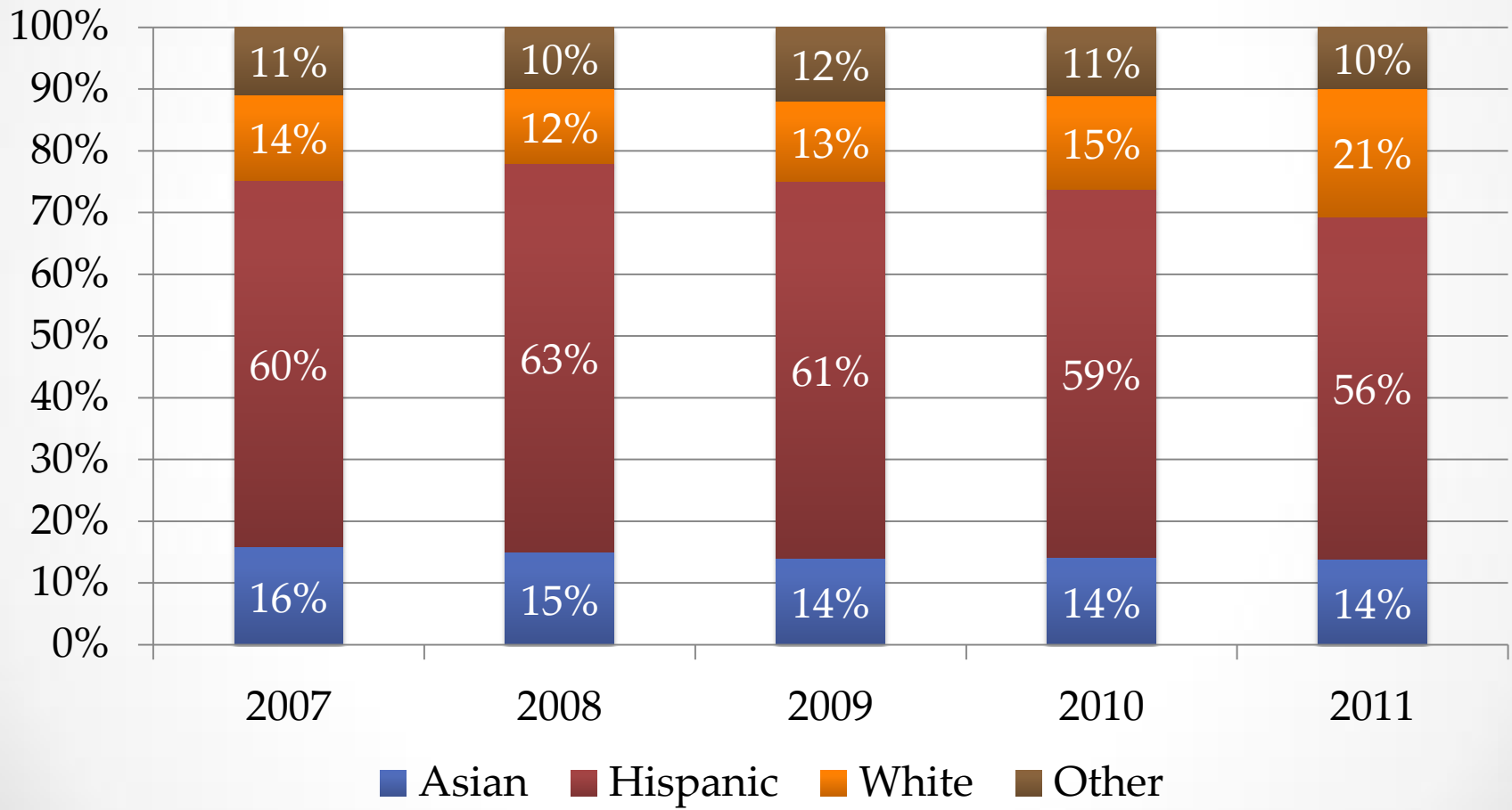
Gender, Fall Terms



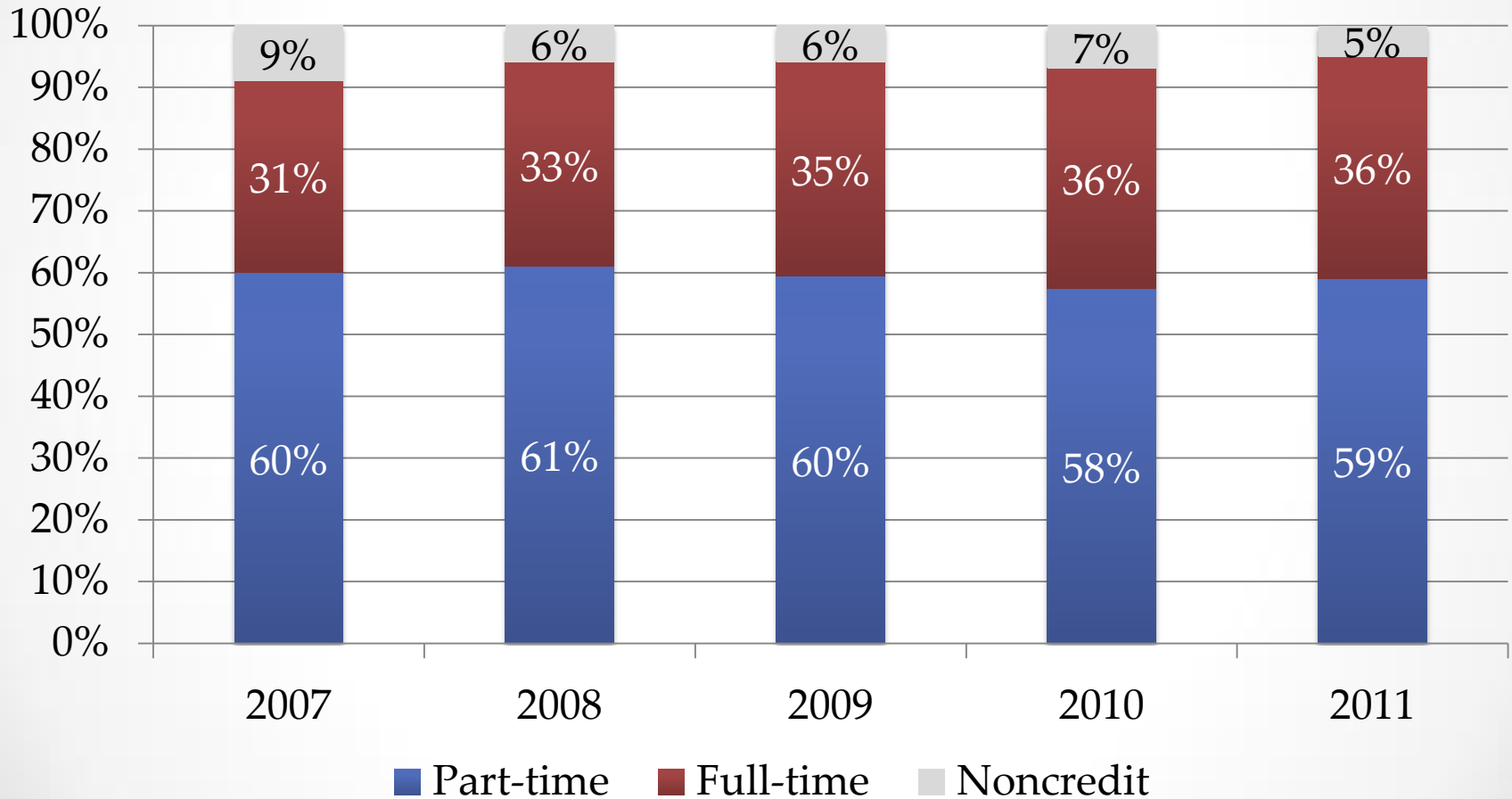
Age Ranges, Fall Terms



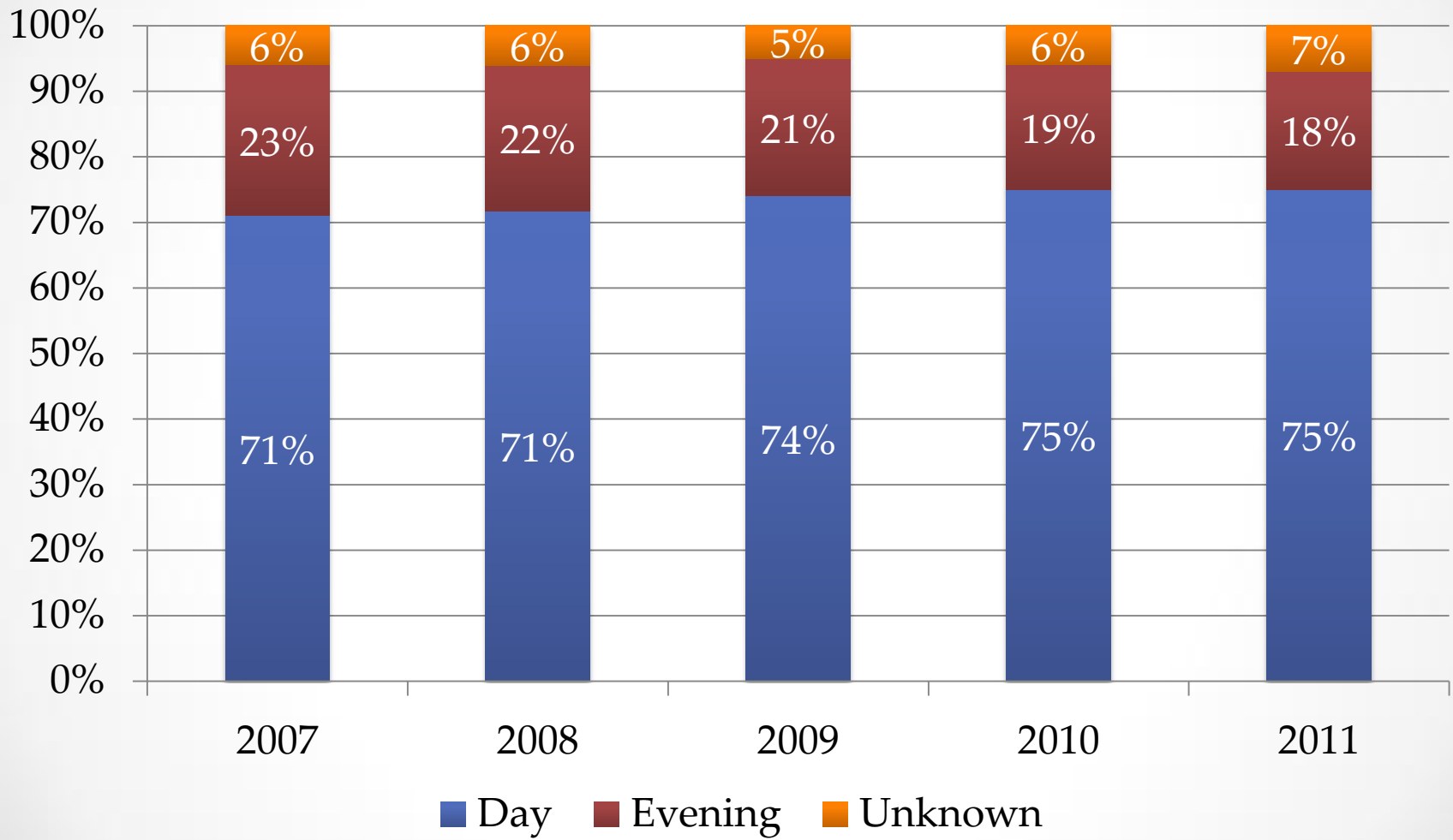
Ethnicity, Fall Terms



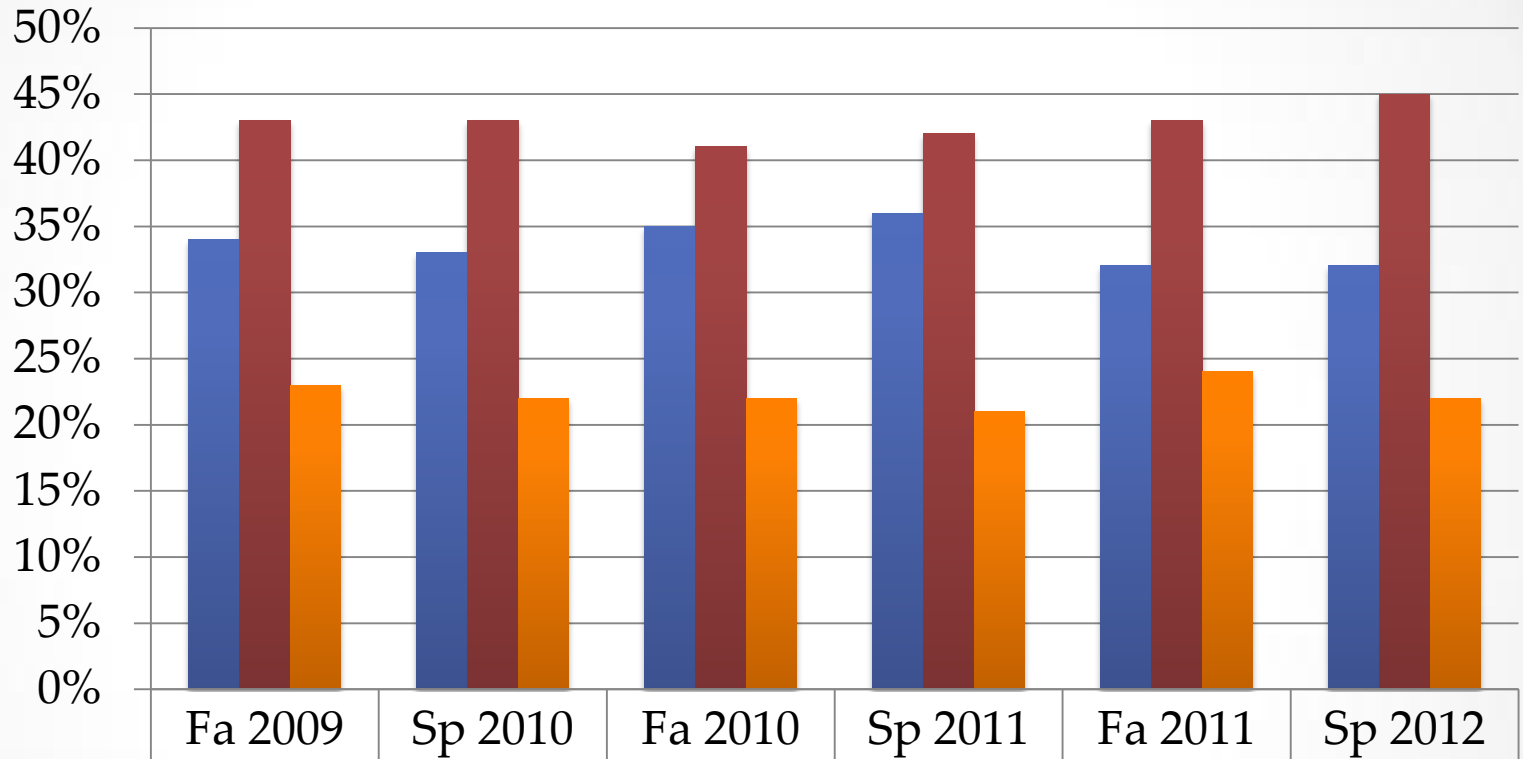
Unit Load, Fall Terms



Time of Attendance, Fall Terms

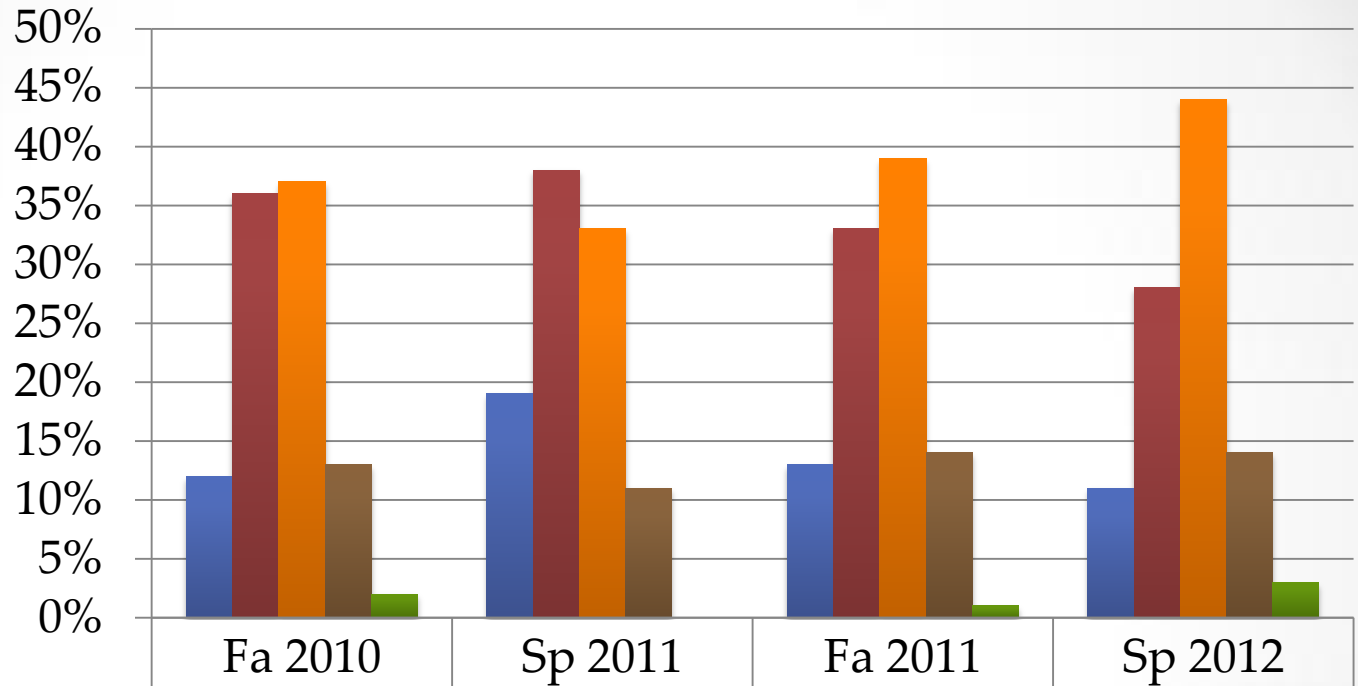


English Placements



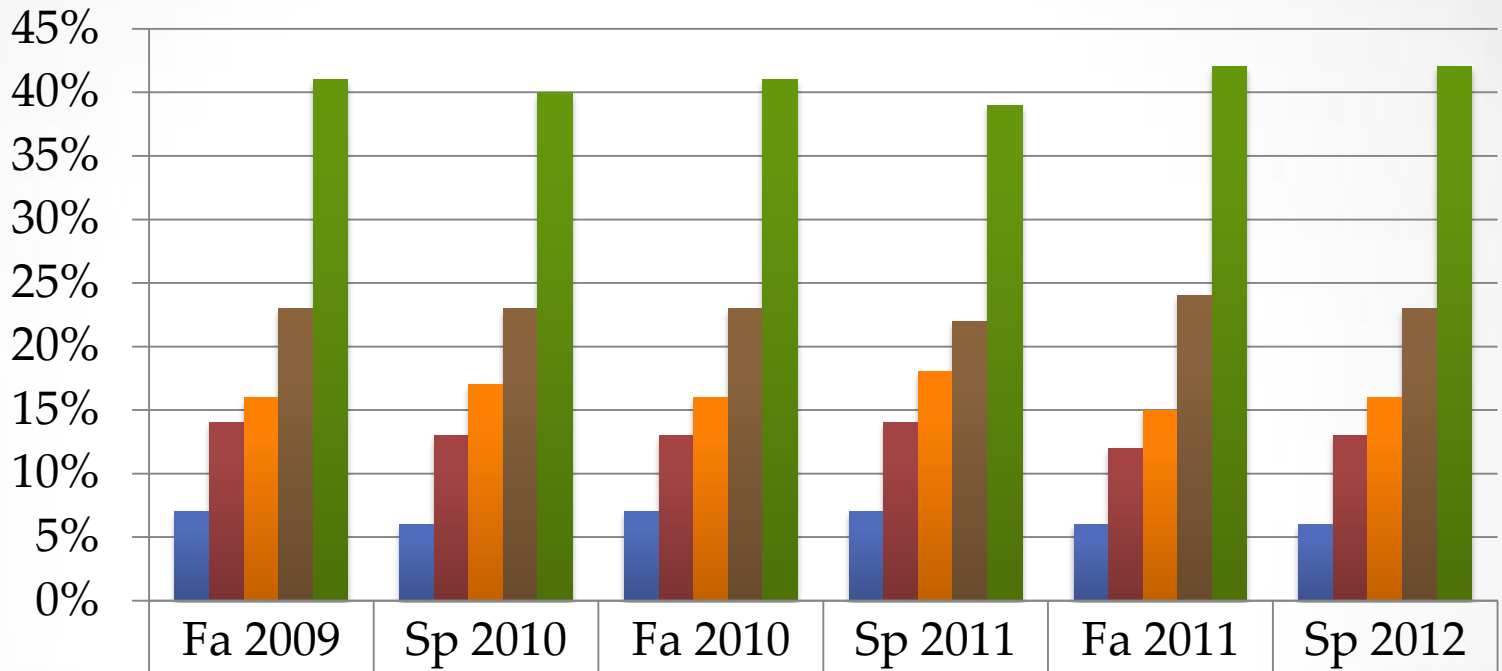
■ ENGL 71	34%	33%	35%	36%	32%	32%
■ ENGL 114	43%	43%	41%	42%	43%	45%
■ ENGL 115	23%	22%	22%	21%	24%	22%

ESL Placements



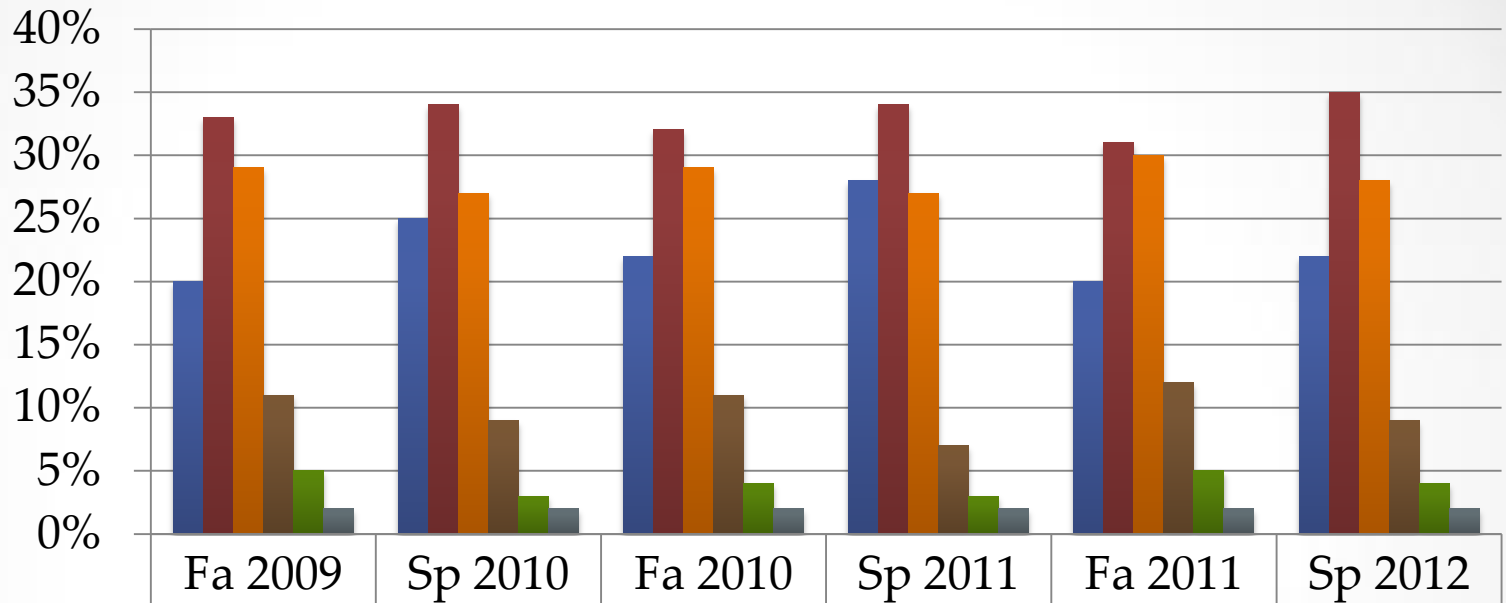
■ ESL 295A1,A2	12%	19%	13%	11%
■ ESL 29A,B,C	36%	38%	33%	28%
■ ESL 39A,B,C	37%	33%	39%	44%
■ ESL 49A,B,C	13%	11%	14%	14%
■ ESL 59A,B;159A,B	2%	0%	1%	3%

Reading Placements



■ READ 52	7%	6%	7%	7%	6%	6%
■ READ 54	14%	13%	13%	14%	12%	13%
■ READ 56	16%	17%	16%	18%	15%	16%
■ READ 158	23%	23%	23%	22%	24%	23%
■ Proficiency	41%	40%	41%	39%	42%	42%

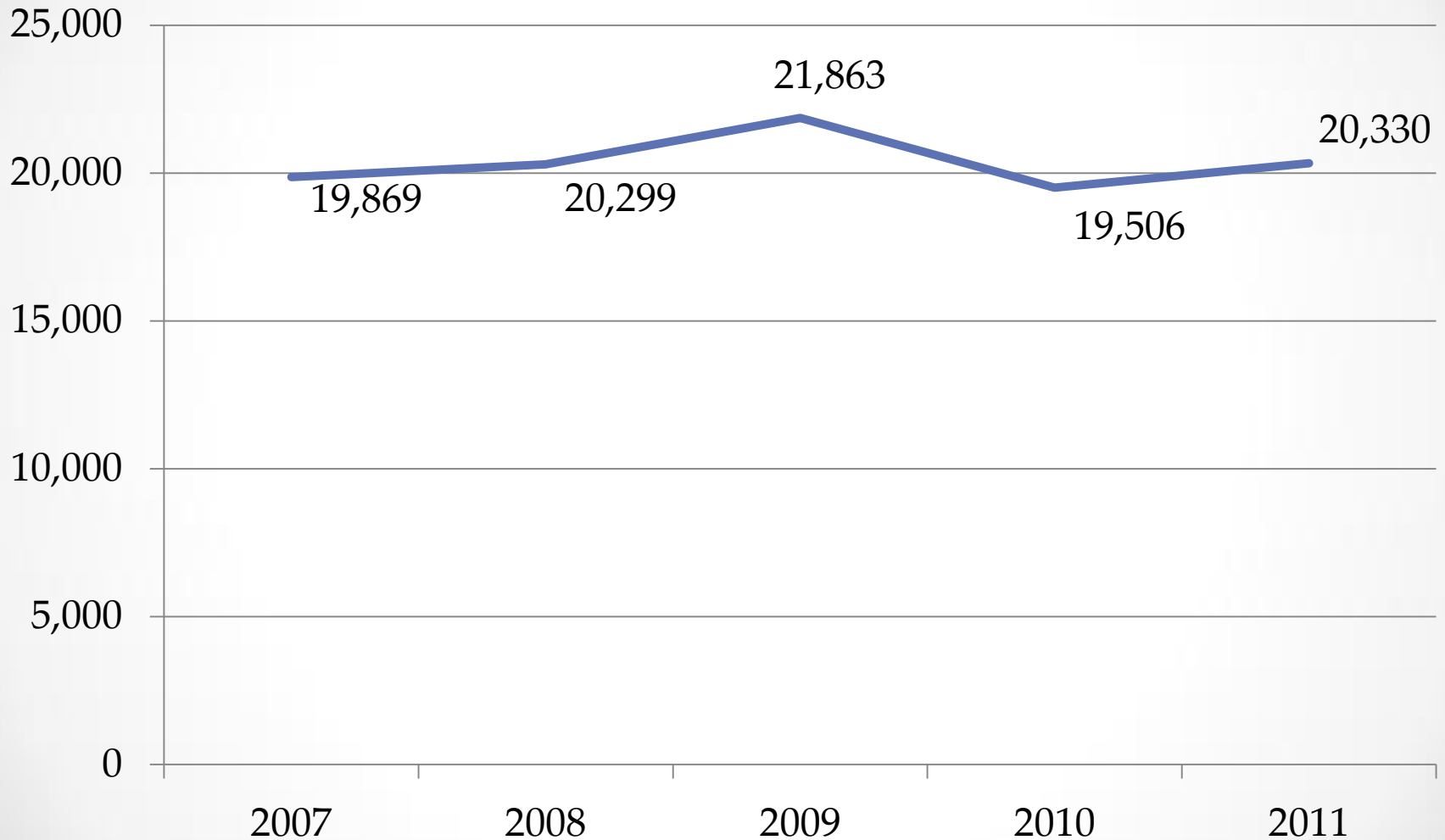
Math Placements



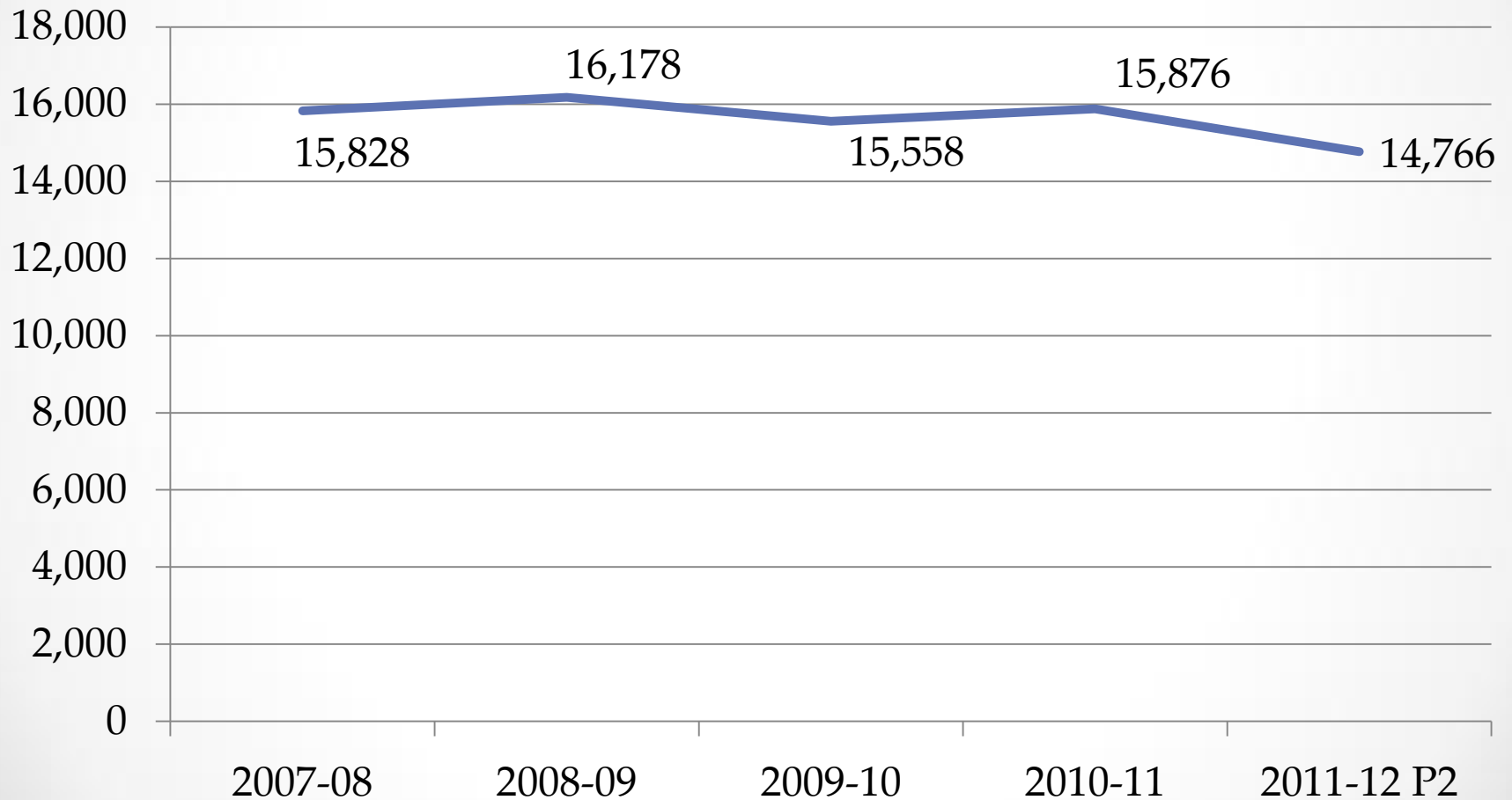
	Fa 2009	Sp 2010	Fa 2010	Sp 2011	Fa 2011	Sp 2012
■ MATH 20	20%	25%	22%	28%	20%	22%
■ MATH 35	33%	34%	32%	34%	31%	35%
■ MATH 45	29%	27%	29%	27%	30%	28%
■ MATH 60	11%	9%	11%	7%	12%	9%
■ MATH 70	5%	3%	4%	3%	5%	4%
■ MATH 101	2%	2%	2%	2%	2%	2%



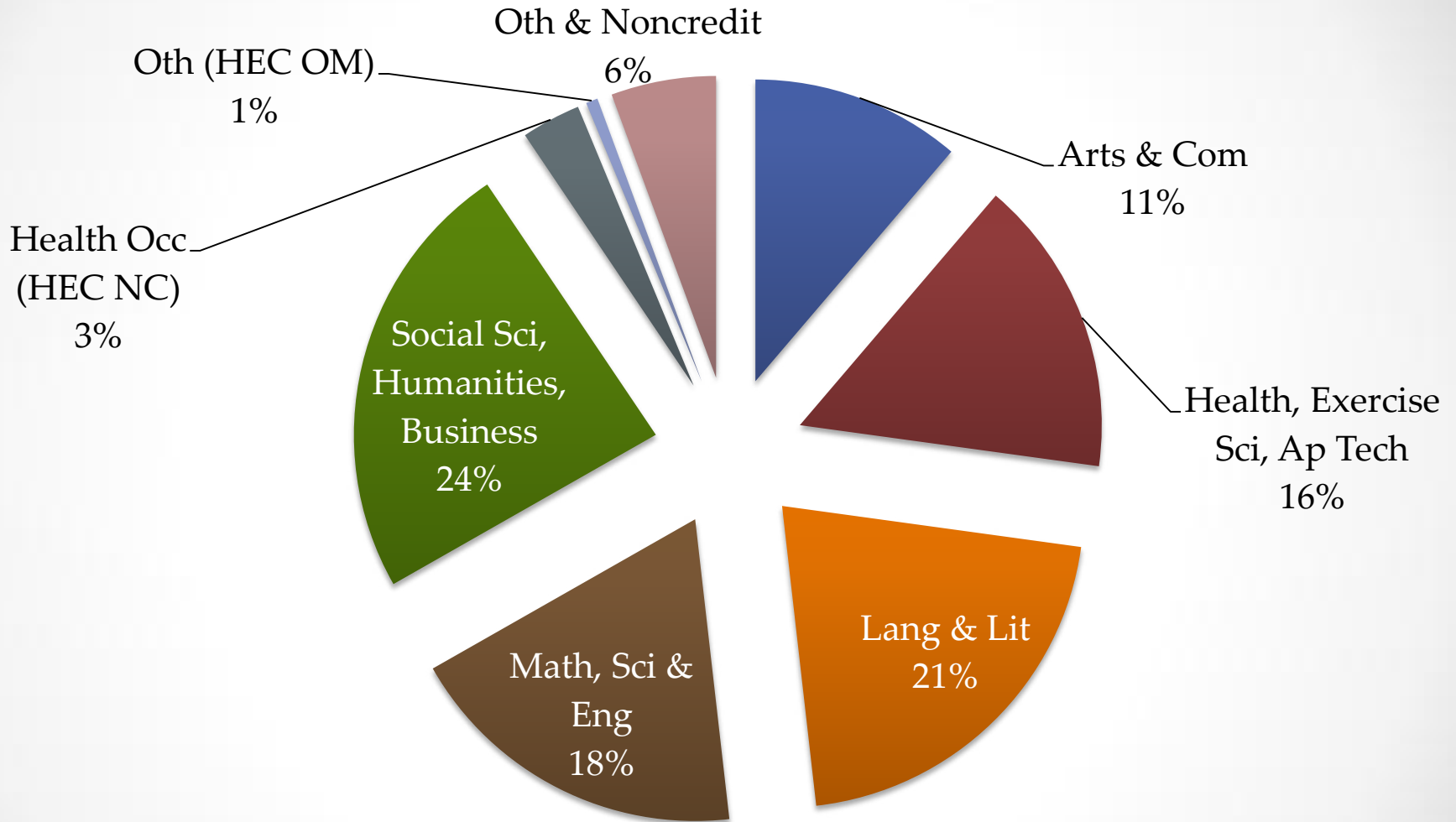
Headcounts, Fall Terms



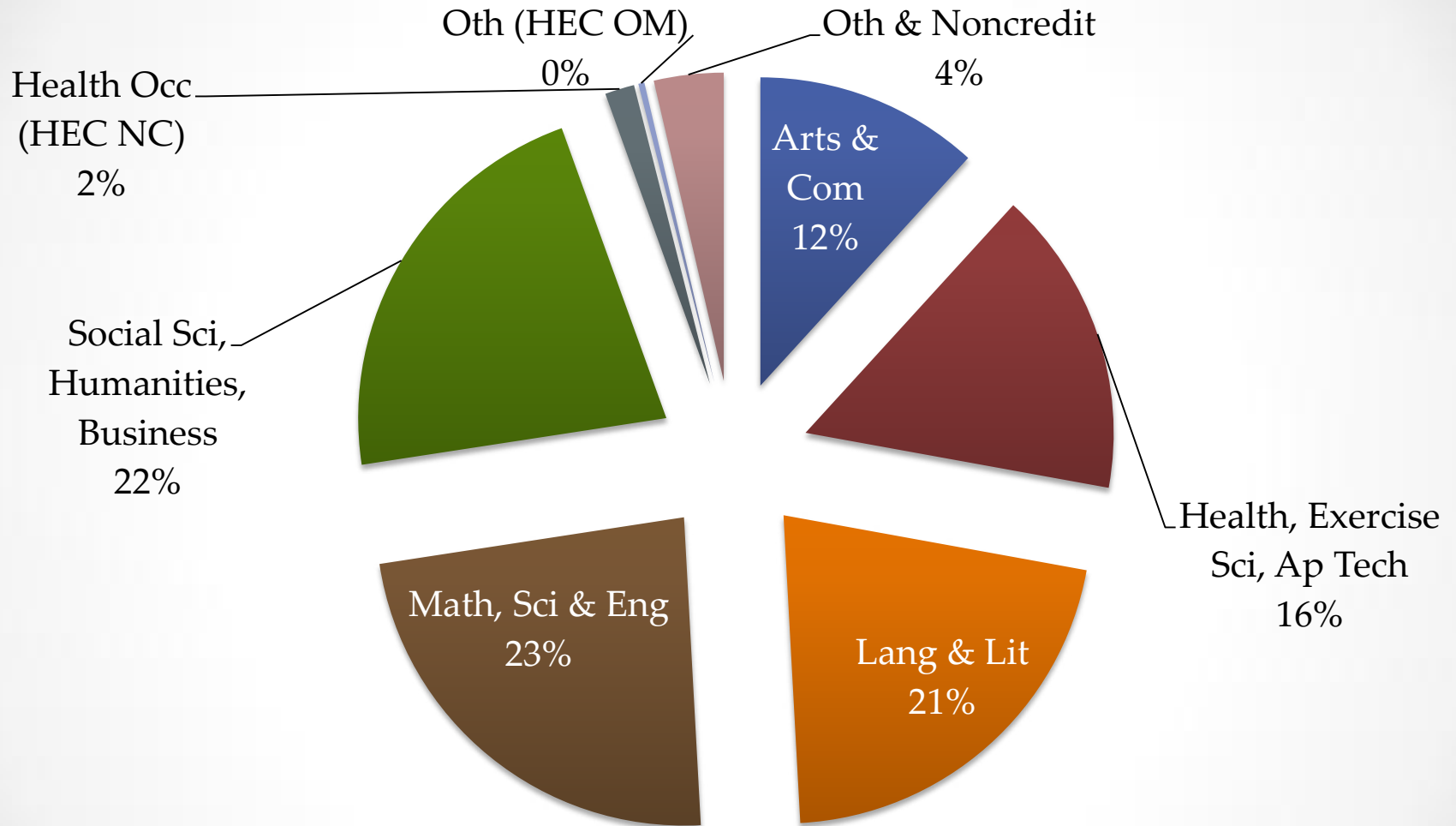
Annual Funded FTES



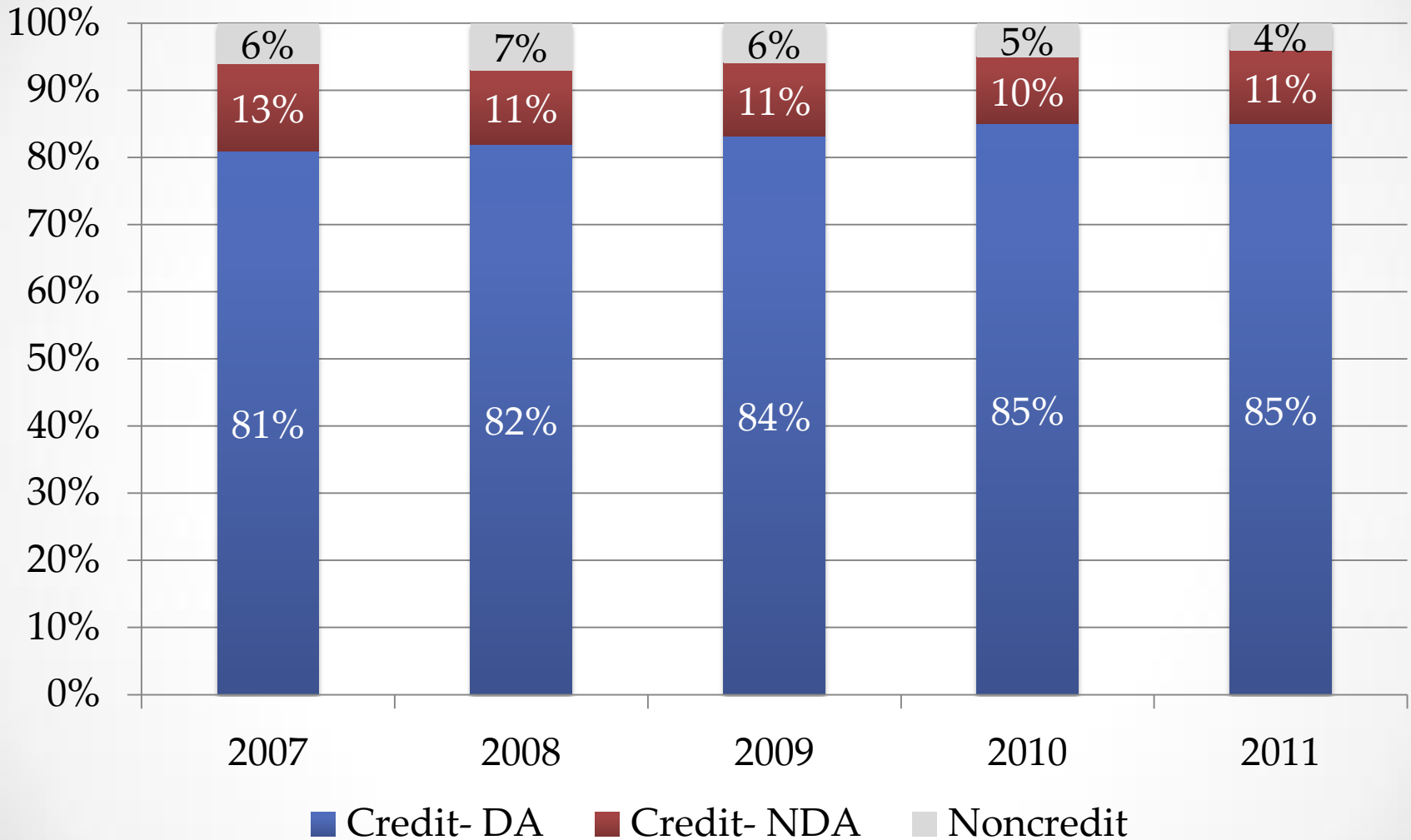
Program of Instruction- Sections



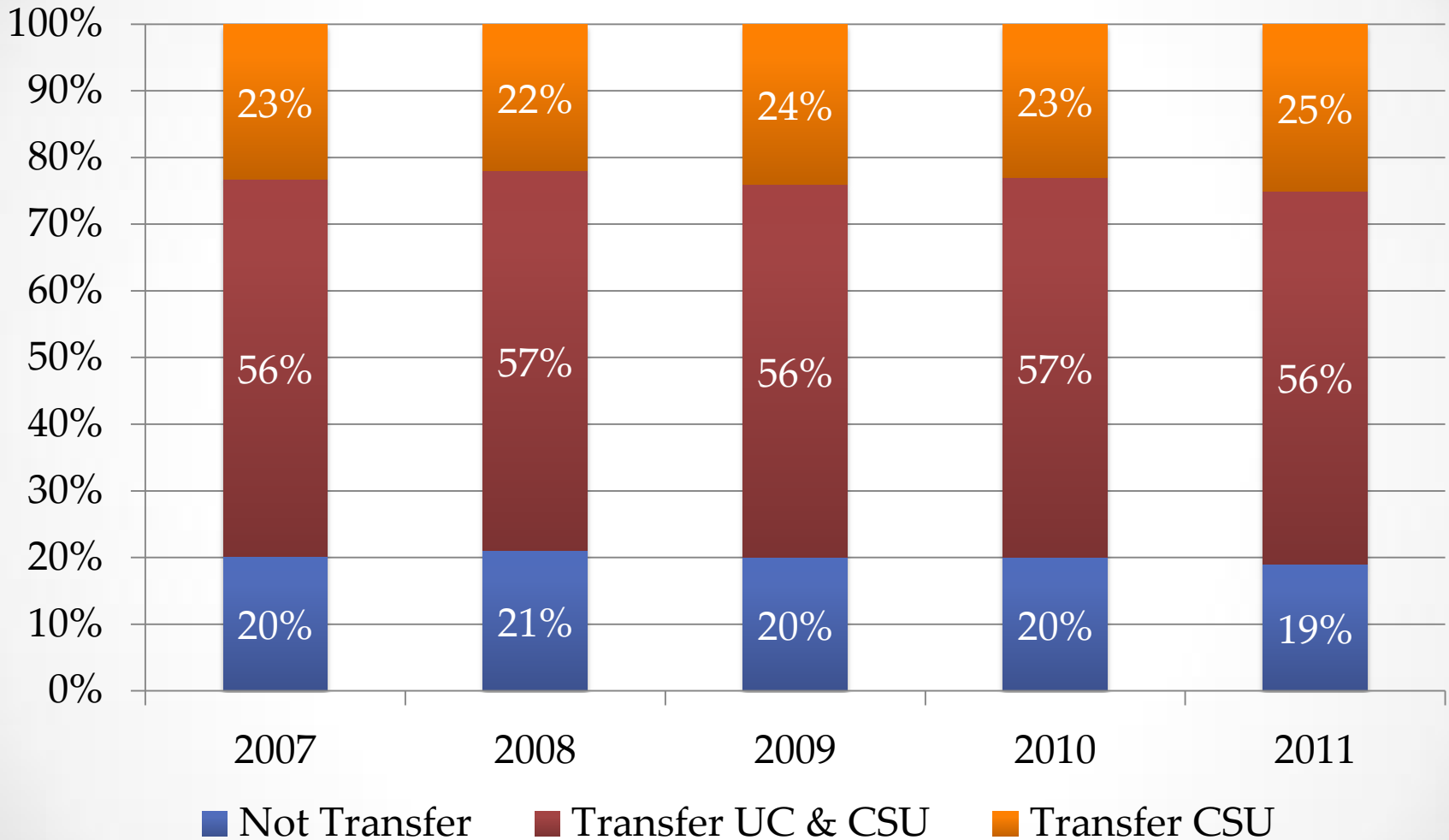
Program of Instruction- WSCH



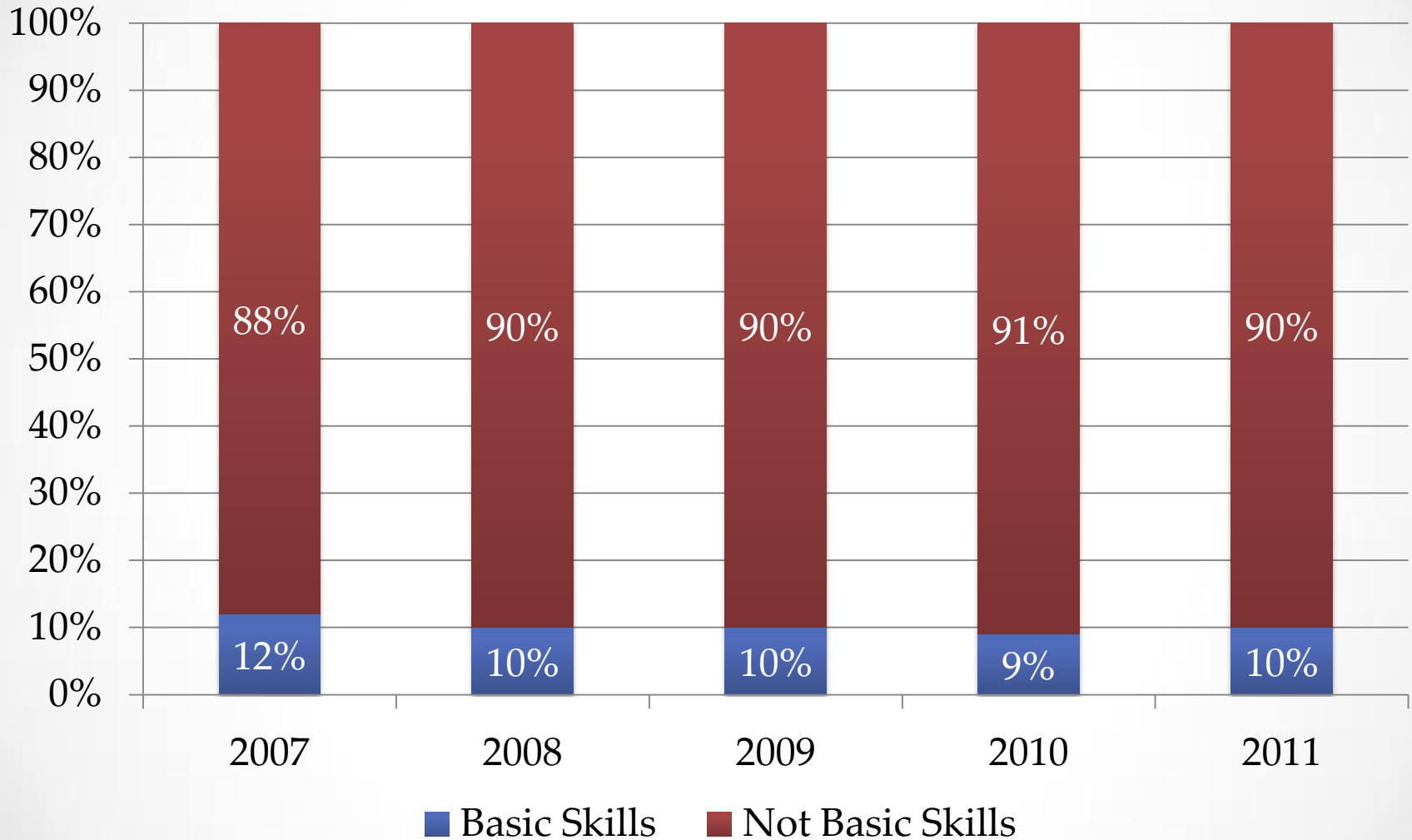
Credit Status of Offerings



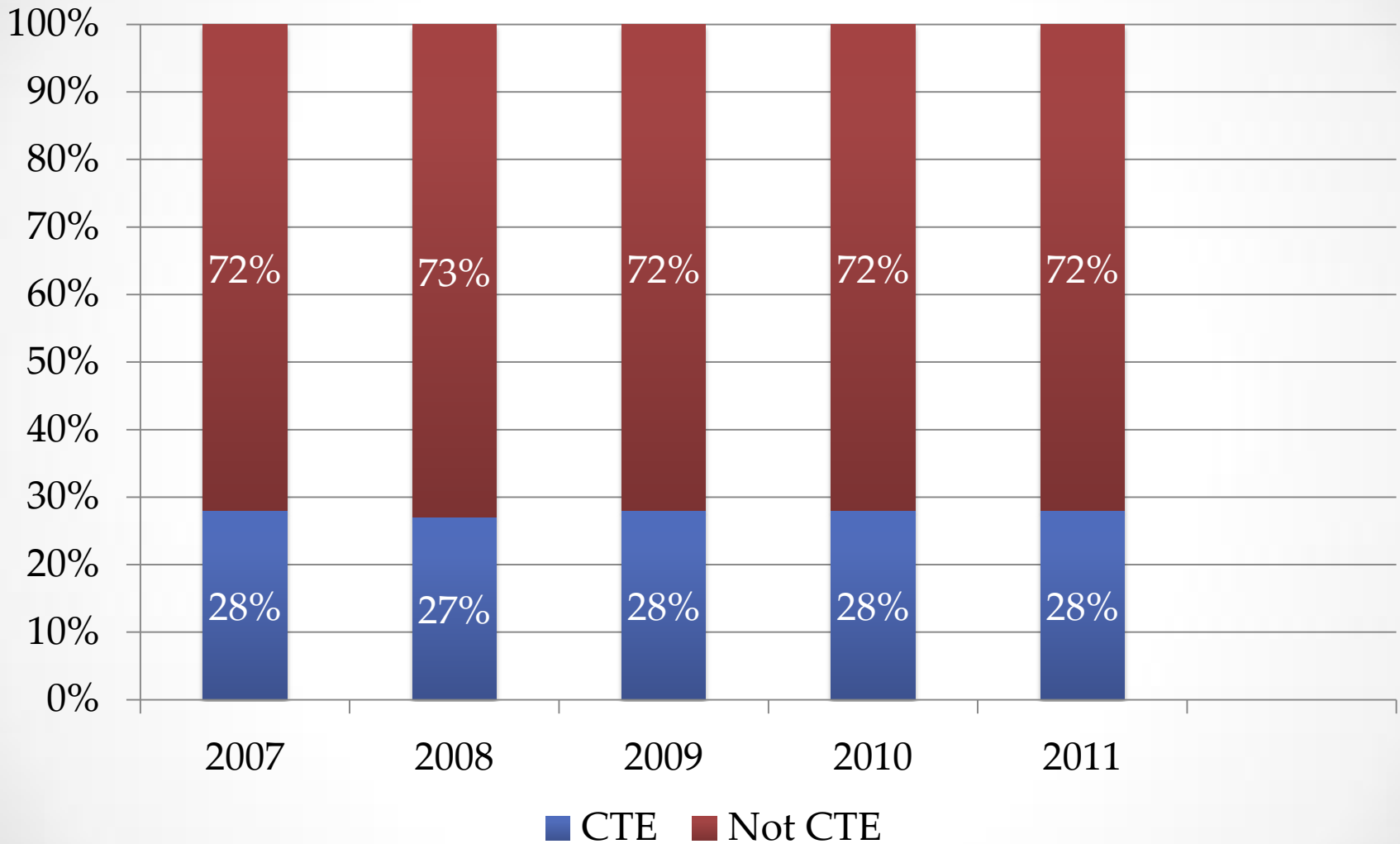
Transfer Status of Offerings



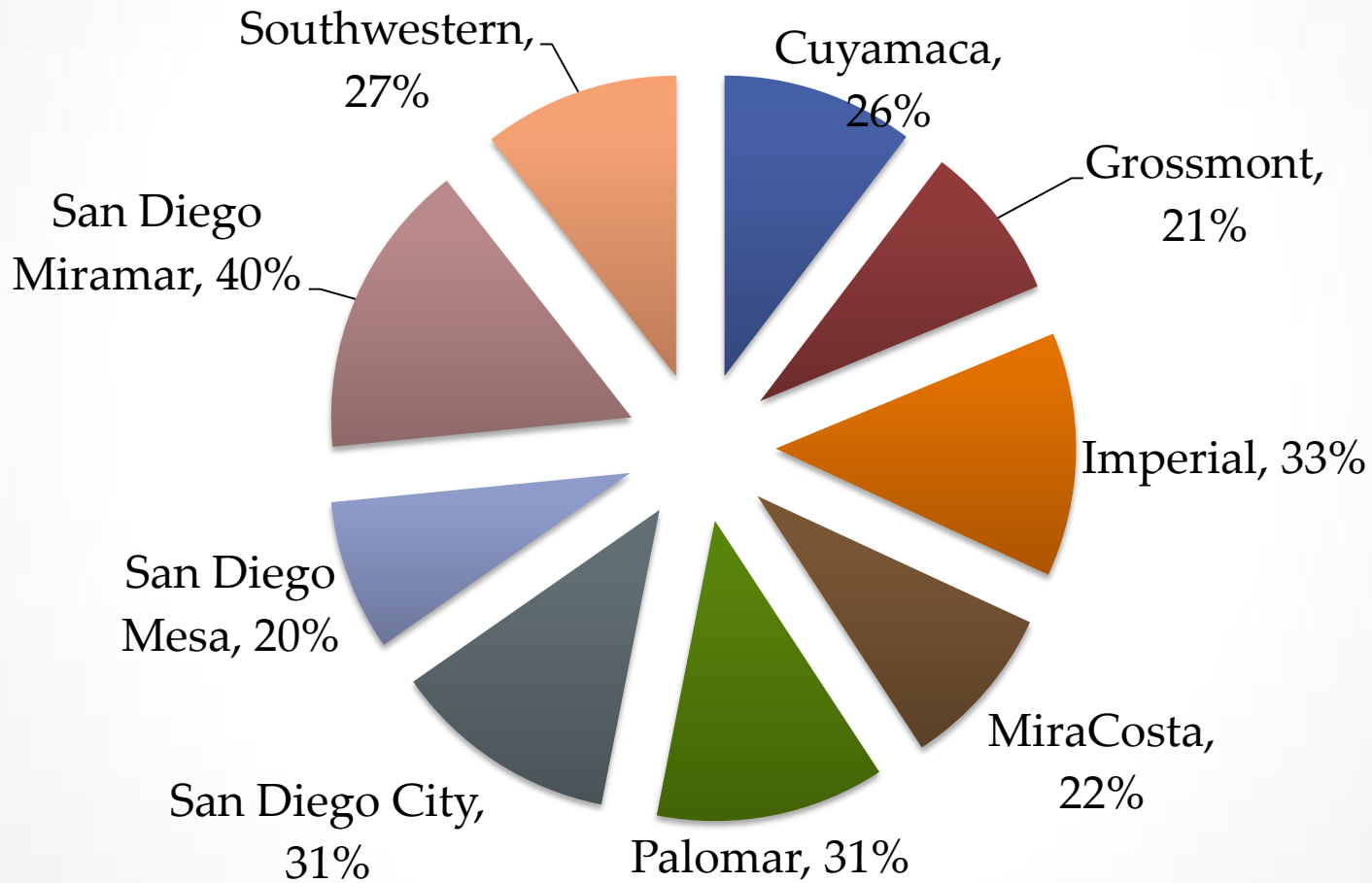
Basic Skills Status of Offerings



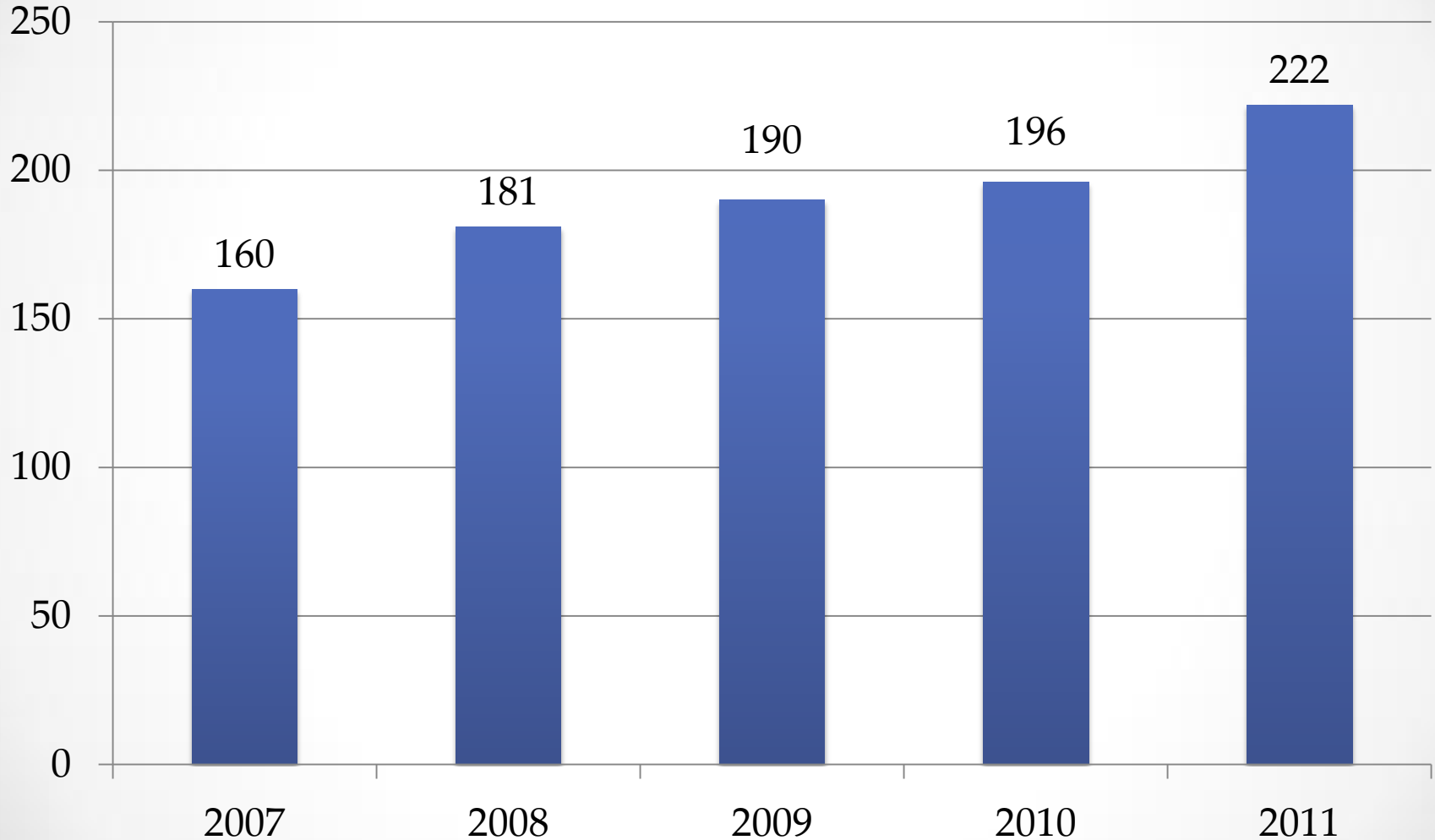
CTE Status of Offerings



CTE % of FTES 2001-2011



Online Offerings



Employees by FTEF

Employee Group	2007	2008	2009	2010	2011	% Change
Educational Administrators	26.2	23.1	24.0	23.3	25.0	-4.6%
Tenured/Tenure Track Faculty	202.5	201.8	208.1	199.4	182.7	-9.8%
Academic Temporary	252.5	244.6	260.0	269.9	282.7	12%
Classified Administrators	36.6	34.2	33.5	34.8	29.5	-19.4%
Classified Support	339.5	342.7	327.5	349.9	331.3	-2.5%
<i>Total</i>	<i>857.3</i>	<i>846.4</i>	<i>853.1</i>	<i>877.3</i>	<i>851.0</i>	<i>-.7%</i>

Employees by Age, 2011

Employee Group	<40	40-49	50-59	60+
Educational Administrators	4.3%	17.4%	52.2%	26.0%
Tenured/Tenure Track Faculty	12.3%	28.5%	40.4%	18.7%
Academic Temporary	29.6%	23.9%	26.4%	20.1%
Classified Administrators	20.7%	27.6%	44.8%	6.8%
Classified Support	32.0%	26.8%	32.0%	9.3%

Strategic Priorities 2012-15, Fulfilling the Mission

- Student Access
 - Explore alternative scheduling options
 - Promote the Higher Educational Centers as critical access points in the communities served by the college
 - Increase student access through use of technology
- Student Success
 - Promote student success by increasing retention, persistence and completion
 - Foster cultural competency to enhance instruction, student support services & operational effectiveness
 - Provide parallel student & instructional support services for online and “on ground” students

Strategic Priorities 2012-15, Fulfilling the Mission

- Teaching & Learning
 - Implement a professional development program for faculty teaching via distance education to enhance consistent quality instruction
 - Implement a plan for infusing critical thinking into all aspects of the student experience
- Economic, Workforce & Community Development
 - Implement a College-wide Workforce and Business Development Plan to promote College programs supporting economic, workforce and community development efforts and identify new and emerging opportunities
 - Support the creation, retention and expansion of business & industry to contribute to the revitalization of the local economy
 - Increase the Cooperative Work Experience program, service learning practicum, internships & other related learning opportunities between SWC and regional industry and business

Strategic Priorities 2012-15, Strengthening the Institution

- Physical & Financial Resources
 - Transparent & accessible financial information systems
 - Optimize use of existing facilities & develop new ones based on student learning, emerging technology, Board goals & strategic plan
- Organizational Effectiveness
 - Promote culture of evidence, data-driven decisions, continuous improvement efforts & student success
 - Promote shared planning & decision making
 - Update college policies & procedures with constituency input

Strategic Priorities 2012-15, Strengthening the Institution

- Human Resources
 - Develop a system for full participation in internal processes & integrated planning
 - Create a culture of inclusion to supports diversity & equity, promotes trust, respect and collaboration
- Institutional Technology & Research
 - Increase integration of information technology in all aspects of the college
 - Upgrade the network infrastructure district-wide (wireless & wide area networks)
 - Support development of the Office of Institutional Effectiveness to increase availability of data, research, grants and institutional planning

Board Goals, 2012

- Ensure state-of-the-art teaching, learning and work environment that supports & encourages student success.
- Ensure that the College budget effectively addresses fiscal challenges such that instructional, student support and operational integrity is maintained. Budget plans will prioritize allocations based on the SCCD focused Mission and will include plans to optimize resource and generate additional revenue.

Board Goals, 2012

- Continue development of integrated data systems that provide information for measurable student success by supporting efficient college operations, and institutional decision-making. Build a culture of evidence
- Ensure maintenance of full accreditation status and continue to use accreditation standards to guide strategic planning and operations.

Superintendent/President's Goals, 2012

- Improve Culture and Climate
 - Create mutual trust and respect as professionals, reflective of an institution of higher learning
- Ensure Student Access to Success
 - Strengthen intersegmental alliances to ensure college, transfer and Career Preparation for all students
- Improve Institutional Effectiveness
 - Establish organizational structures and systems that support teaching & learning
- Improve Institutional Advancement
 - Maximize Southwestern College as a community capacity builder

Questions

