SECTION III

COLLEGE GOALS AND STRATEGIC PRIORITIES

The institutional goals represent a translation of the mission and vision statements into more explicit purpose statements and intended outcomes. City College’s Plan rests upon six institutional goals.

1. Enhance Access to City College of San Francisco
City College will inform everyone of the benefits of the institution’s programs and services through a comprehensive outreach and recruitment effort. New and continuing students will be equipped with the appropriate information needed to enroll and succeed in the College’s programs and courses. The College will continue and expand its efforts to respond to the needs of the diverse communities we serve by maintaining an open door for all who can benefit from enrollment, and scheduling programs and classes throughout the City of San Francisco to ensure maximum access.

2. Promote Student Success in Achievement of Educational Goals
The College is a learner-centered environment encouraging the acquisition of essential learning skills, civic engagement, and relevant knowledge that students need to achieve their educational goals. The College’s programs support student education goals including the associate degree, certificates of program completion, transfer to baccalaureate institutions, specific career skills, English as a Second Language, basic skills, and lifelong learning.

3. Improve Satisfaction with College Services
All students should receive the highest quality educational and student support services at all campuses; faculty, staff and administrators should be able to rely upon the most efficient and effective college operations to fulfill their professional commitments to providing those services. College operations and services will rely upon a college-wide program review system as well as quality improvement processes to ensure that all students and employees receive the most reliable and efficient possible services.

4. Promote a Supportive and Positive Workplace
To better serve our students and our diverse communities, CCSF will promote a supportive work environment, which fosters collaboration and improved levels of communication, innovation and experimentation among the various college departments and units; the College will continue to build effective staff development programs, ensure healthy working conditions, foster an environment of respect and trust, and strive to be the most productive and best rewarded workforce in the California community college system.
5. **Manage Resources Effectively**

To increase the College’s fiscal stability and effective management of its resources, CCSF will continue to pursue the highest standards of efficiency in delivery of educational services. The College will also aggressively pursue alternative sources of revenue including grants, alumni support and capital campaigns.

6. **Pursue Highest Standards of Educational Excellence**

City College promotes educational excellence by supporting faculty, administration, staff and student participation in national, state and local professional organizations, by building partnerships with other educational organizations, and by pursuing the highest standards of excellence for its programs and services.
COLLEGE STRATEGIC PRIORITIES

1. To ensure student access, progress, success and transfer readiness through an effective and expanded approach to improving basic skills, remediation, and transitional studies including instruction, academic and student support services, and other services as necessary.

2. To continue to emphasize the strengthening and improvement of academic programs and courses, instruction, alternative systems of delivery, and success in achieving student learning outcomes.

3. To expand the College’s outreach, recruitment, marketing, and promotional activities related to the College’s programs, services, and resources in order to support the enrollment and community development objectives of the College and the needs of our current and prospective constituencies.

4. To increase the quality and accessibility of student development services to positively impact student outcomes related to student learning, retention, course completion, graduation, and job placement.

5. To identify and promote strategies that provide a stable pattern of funding for CCSF's Strategic Priorities.

6. To significantly upgrade and expand the utilization of technology systems that enhance learning, optimize institutional resources, and contribute to improved levels of communication and organizational effectiveness.

7. To continue to promote a dynamic and supportive organizational climate including improved communication among students, faculty, and staff; development of the talents of faculty and staff; and the promotion of diversity at all levels of the College.