

Peralta Community College District

**FLEX Day Presentation
2015 Strategic Plan**

January 14, 2015



Background:

- The first PCCD Strategic Plan was finalized in 2008.
- Developed in response to an accreditation recommendation.
- Consultants guided the development of the first plan.



This year we have updated the original
Strategic Plan

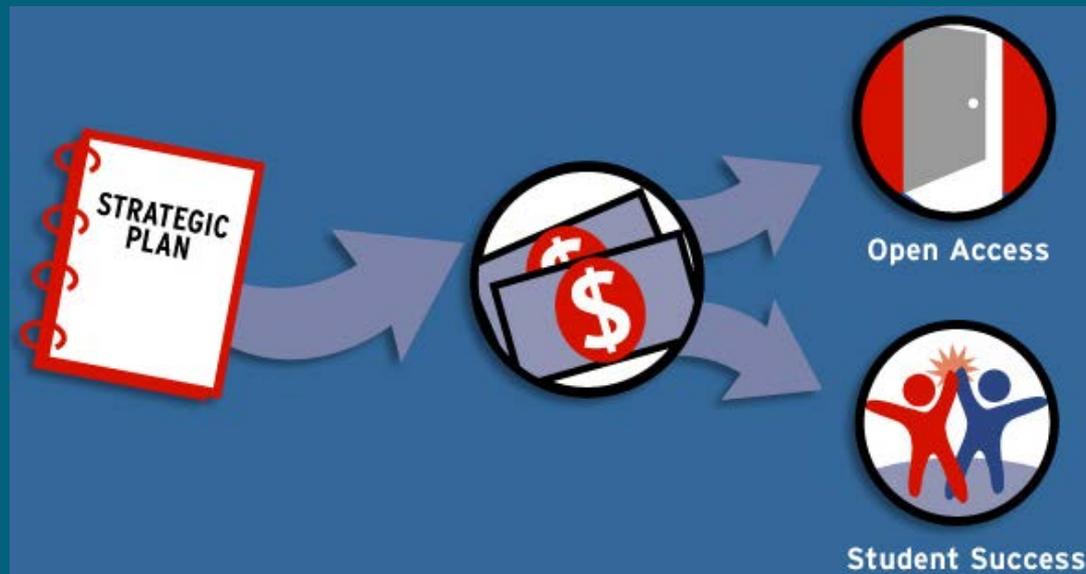


PCCD Planning Cycles

Strategic Plan Update Process

- Reviewed and revalidated the PCCD Mission Statement (Spring 2014)
- Conducted an external scan of our service area (Summer and Fall 2014)
- Reviewed and updated the existing Strategic Goals (Fall 2014)
- Conducted an internal scan of PCCD data (Fall 2014)
- Set new Institutional Objectives (Fall 2014)

Why do Strategic Planning?



We want to ensure that all planning
is aligned with our Mission and
integrated with our Strategic Goals



PCCD Strategic Goals

- A. Advance Student Access, Equity, and Success
- B. Engage and Leverage Partners
- C. Build Programs of Distinction
- D. Strengthen Accountability, Innovation and Collaboration
- E. Develop and Manage Resources to Advance Our Mission

External and Internal Scan Data



Demographic Change

Population Growth in Alameda County

- 10 year projection is 6% growth overall
- % change by age group varies:

15-24 years	0% change
25-34 years	4%
35-49 years	(-1%)
60+ years	28%

Demographic Change

Ethnicity

Ethnic Group	2014-2023 % Change
African American	-2%
American Indian	-5%
Asian	12%
Hispanic	10%
Pacific Islander	9%
White	-1%

Demographic Change

Job Growth Will Outpace Population Growth

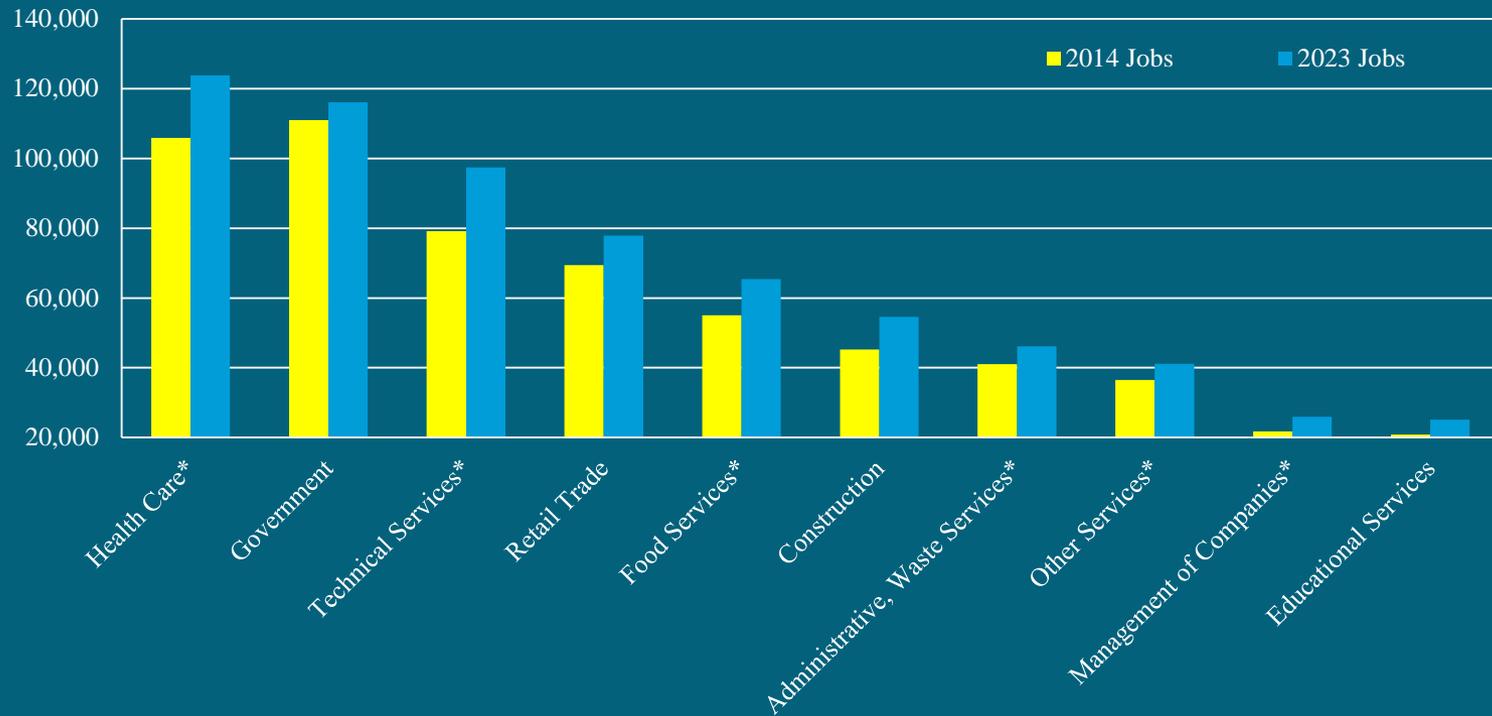
Population Growth = 6%

Job Growth = 13.5%

Majority of Projected Job Growth is in Service
Related Industries

Demographic Change

Projected Changes in Employment by Industry Sector



Internal Scan Data

PCCD Total FTES



Internal Scan Data

To meet the demands of employment, the number of degrees and certificates must increase by 50%.

In the past five years, the number of degrees and certificates has increased by only 10%

Number of Degrees and Certificates: Districtwide



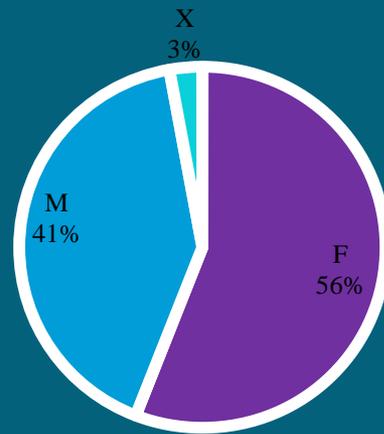
Internal Scan Data

Students that Transfer

(past 6 years)

- Majority are female

Peralta CCD 4-Year-College-Bound* Students, by Gender

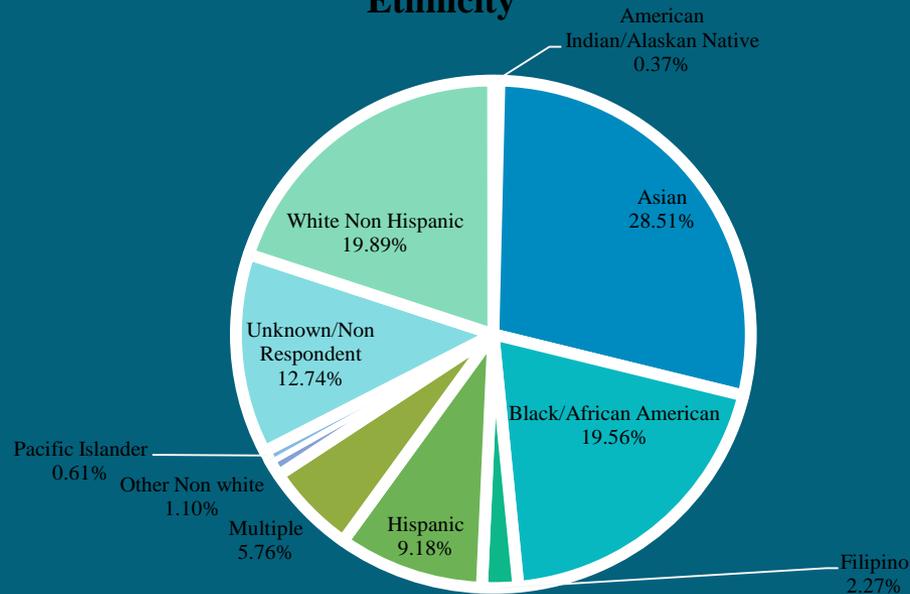


Internal Scan Data

Students that Transfer

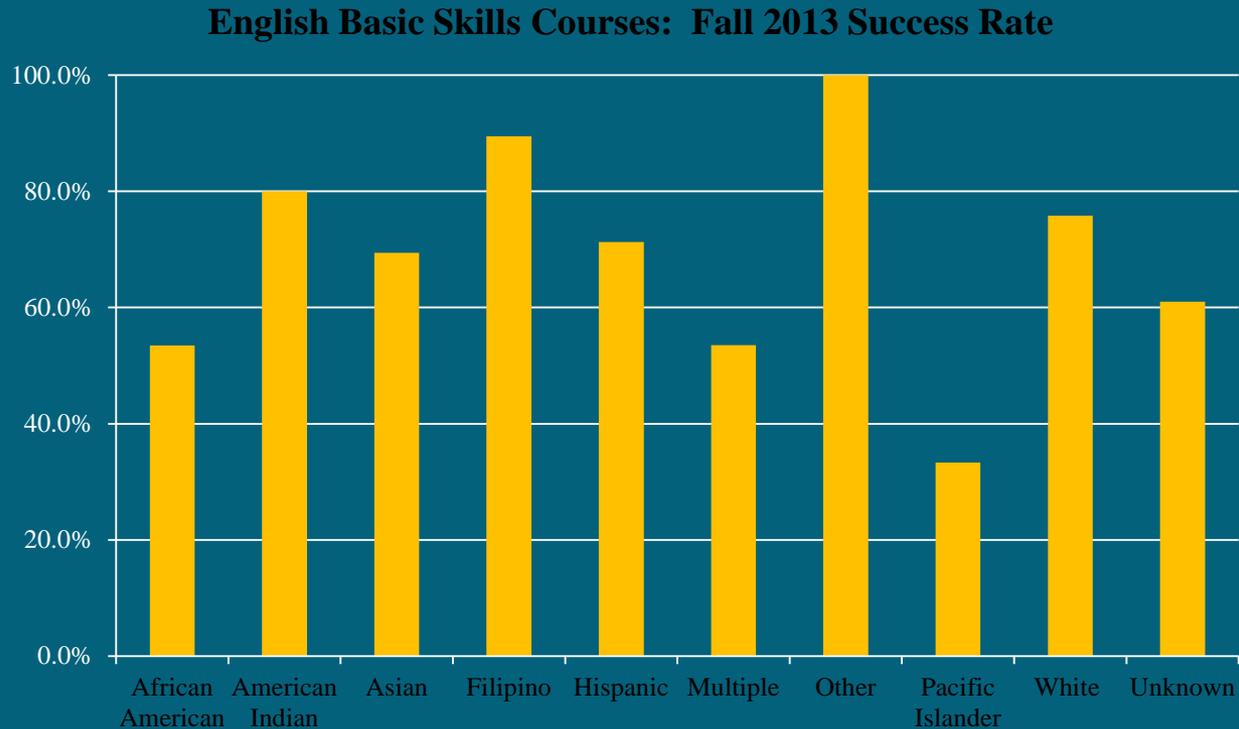
- Highest % are Asian

Peralta CCD 4-Year-College-Bound* Students, by Ethnicity



Internal Scan Data

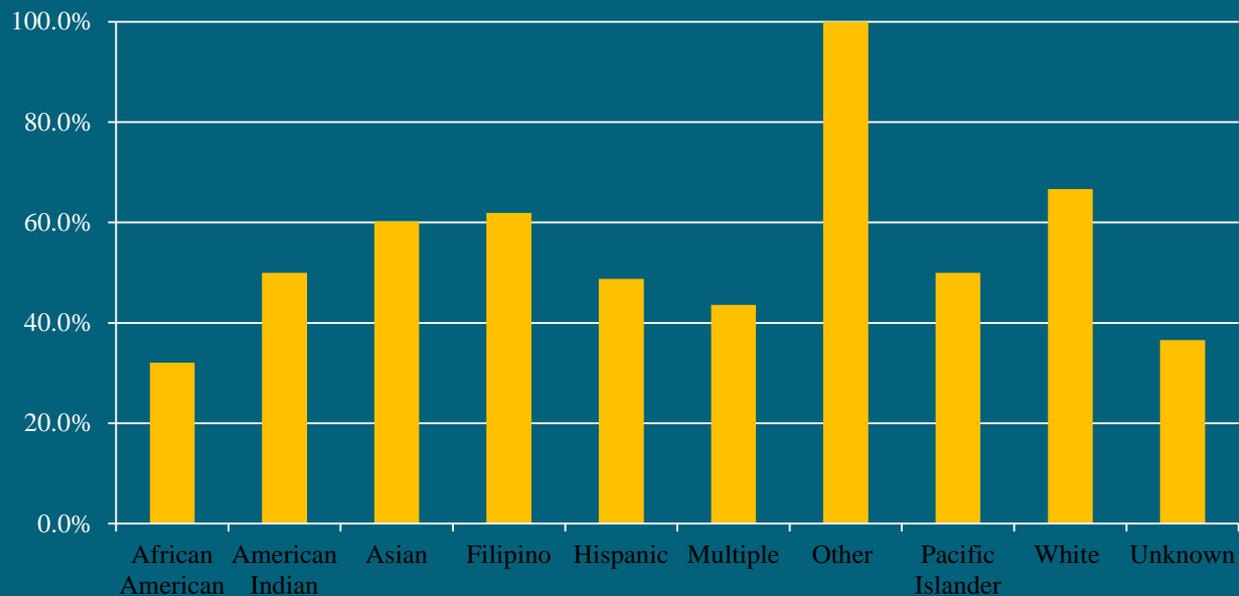
Student Success Rates in Basic Skills Classes Vary by Ethnicity



Internal Scan Data

Student Success Rates in Basic Skills Classes Vary by Ethnicity

Math Basic Skills Courses: Fall 2013 Success Rate



Internal Scan Data

Distance Education

- # of Distance Education/Hybrid Classes has Increased
- Student Success Rates for Distance Education Classes has not Increased

	AY 2010-11	AY 2011-12	AY 2012-13	AY 2013-14
100% Online	59.7%	55.9%	58.6%	56.2%
Hybrid	63.7%	57.9%	61.3%	56.5%
Total	60.4%	56.6%	60.0%	56.3%

Summary of Trends

- Alameda County Job Growth Rate (13.5%)
- Employment in Service-related Industries
- Enrollment in Distance Education Courses



Summary of Trends

- FTES/Enrollment
- Degrees and Certificates Awarded
- Student Success Rates in Distance Education Courses



Summary of Trends

- College Age Groups
- African-American Student Success Rates in Basic Skills English and Mathematics
- Number of Full-time Permanent Faculty



Plan for Student Success



Questions and/or Comments?