










Strategic Goals Matrix 2009 (May 2008 Revision)

 - ESMP  - FMP  - ITSP 1 July 2008 – 30 June 2009			
I. Teaching and Learning	II. Targeted Growth and Mission Priorities	III. Opportunities for Advancement & Improvement	IV. Accreditation; Federal, State, County & BOT Initiatives
<p><u>A. From the Classroom:</u> Plan for and direct resources to improve student preparation and success.</p> <ol style="list-style-type: none"> Develop and incorporate strategies that address diverse learning needs.  Respond to new student demographics and current curriculum needs with appropriate academic support and technology. Examine prerequisites and apply consistently. Increase curriculum initiatives & international programs that emphasize cultural and global awareness and diversity. 	<p><u>A. Access & Opportunity:</u> Improve and optimize access; implement Phase III of the Educational Services Master Plan; Phase X of the Facilities Master Plan, Phase X of the Information Technologies Strategic Plan.</p> <ol style="list-style-type: none"> Refine enrollment projections & course scheduling to utilize Lincroft campus at its capacity. Achieve enrollment goals. Assure affordability. Develop plan for strengthening Lincroft as degree center Assess implications of eliminating branch campus status. Initiate projects in the FMP: Arena, Fitness Center, Auto Tech, WMHEC, and continue to address infrastructure needs at all BCC sites.. 	<p><u>A. Student Centeredness:</u>  Ensure integration of key academic, technology, and support services.</p> <ol style="list-style-type: none"> Continue examination and campuswide discussion of Student Development Model Expand on-line counseling and First Year experiences. Emphasize connectivity of Student Life & Activities with the academic programs. Expand student services and student life programs at all BCC sites. Implement integrated Career Development Plan for students. Expand student use and utility of Brookdale email and website. Increase student success among lower-performing students (IPEDS 2006). Act on Fact: Use the CCSSE survey and other research findings to drive planning in student development. 	<p><u>A. Examine Vision, Values, Mission and Goals:</u> Conclude Self-Study process with a re-examination of the V, V, M & G; continue re-invigoration of legacy.</p> <ol style="list-style-type: none">    Assess, Update ESMP, FMP & ITSP to 2015. Address suggestions from Self-Study and Visiting Team (TBA); de-brief 2008 process and outcomes. Reexamine expansion and capacity relating to Lincroft and all other centers in context of financial landscape
<p><u>B. Educational Philosophy:</u> Maintain commitment to creating an atmosphere which fosters individual and societal growth & achievement.</p> <ol style="list-style-type: none"> Initiate a faculty-led committee to examine The Brookdale Philosophy, in concert with Mission review (IV.A). Ensure effective communication and implementation of educational philosophy to all levels. 	<p><u>B. Retention, Graduation & Post Associate Learning:</u> Expand retention initiatives and post-associate programs.</p> <ol style="list-style-type: none"> Continue internal and external strategies to address preparation of students for college-level work. Increase emphasis on Brookdale student degree attainment. Increase post-associate partnerships and the Brookdale baccalaureate pathway at the Communiversity. <u>Aggressively facilitate transfer through articulation, dual admissions and dual admission agreements and the Communiversity</u> 	<p><u>B. Organizational and Leadership Development:</u> Ensure high quality, diverse workforce equipped for new challenges.</p> <ol style="list-style-type: none"> Continue implementation of CALM recommendations. Define Service Excellence; plan for achievement. Prepare for collegial collective bargaining. Increase emphasis on nurturing Governance processes. 	<p><u>B. Community Relations:</u> Involve all stakeholders in enhancing and expanding the Brookdale potential.</p> <ol style="list-style-type: none"> Provide leadership in development of Monmouth County Economic Development Plan. Continue to refine Advisory committees and validate contributions. Expand HEC outreach to the community. Implement Fort Monmouth initiatives, as appropriate. Aggressively pursue resource development, particularly in grants, Foundation/Alumni, Network, WSLC & Arena initiatives.
<p><u>C. Curriculum Development and Learning Outcomes:</u>  Continue comprehensive curriculum review and development in Educational Service.</p> <ol style="list-style-type: none"> Assess integration of student achievement of General Education, student learning outcomes (Core Competencies, PLO, SLO) Continue development, implementation and utilization of department assessment projects. Develop and implement plan to assess academic rigor. Develop pedagogies and curriculum for greater student engagement (e.g. learning communities, experiential 		<p><u>C. Fully integrate Professional Development planning:</u></p> <ol style="list-style-type: none"> Develop integrated plan for Professional Development incorporating the Resource Guide and Human Resources strategic goals. Expand programming, particularly in technology; diversity; use of data in decision making; innovation; student engagement; productivity; supervisory skills, and best practices. Implement standards for professional growth and development of all organizational levels. 	<p><u>C. Federal, State, County, and College Initiatives:</u> Influence discussions of Federal , State,, & County initiatives with participation of Governance, students, faculty and staff, including but not limited to;</p> <ol style="list-style-type: none"> New Jersey Campus Security Task Force Accountability and transparency; The Lampett Bill (NJ Transfer); P-12 initiatives; Teacher and Healthcare Worker Education Assess initiatives of Environmental Action Team.

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learning, etc.). 5. Continue focus on Basic Skills analysis of enrollment and outcomes.			
<u>D. Education as a Life Long Activity:</u> Refine and focus learning programs; integrate credit & non-credit initiatives. 1. Expand Entrepreneurial College and initiatives. 2. 📖 Focus OBCD programming and increase revenue generation. 3. Expand Workforce Development programs 4. Expand proprietary initiatives.			

September 2007 ♣