

# Los Angeles Harbor College

## President's Office

-- Office of Planning, Research, & Special Projects

-- Foundation

-- Economic and Workforce Development

Unit Plan 2008

Revised 09/09

### **Mission**

The mission of the President's office is to lead faculty, staff, and students in creating and maintaining a personalized, student-centered learning environment that supports the College's goals and the attainment of the institutional SLO's.

### **Values**

- Student Success
- Excellence
- Integrity
- A Supportive Environment
- Personal and Institutional Accountability

### **Goals**

#### **Learning and Instruction**

To offer innovative, state-of-the-art, learner centered instruction in all Harbor College programs to promote effective learning.

#### **Student Support and Services**

To provide a positive and respectful environment that fosters educational and personal achievement.

#### **Participatory Governance**

To maintain an environment where students and all college personnel have a voice and an opportunity to participate effectively in governance.

#### **Economic Resources**

To optimize and be accountable for the responsible use of all financial resources.

#### **Partnerships**

To collaborate with local and global communities and organizations to enhance opportunities that are beneficial to our students, the college, and its mission.

#### **Institutional Environment and Physical Resources**

To provide and ensure an aesthetically pleasing, safe and healthful environment conducive to learning.

#### **Human Resources and Development**

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To ensure a campus community that values diversity and promotes and encourages a climate of mutual respect, personal and professional growth, effective communication and teamwork.

### **SLO's**

A student who successfully completes a learning experience at Harbor College will be able to demonstrate:

- I. Effective communication skills
- II. Critical thinking and problem solving skills
- III. Appreciation of cultural diversity, global awareness and aesthetics
- IV. Personal, professional and civic responsibility
- V. Information management and technological competence

### **Priorities for 2007-2008 (as previously given to CPC) same for 08-09**

1. Increase Advertising/Marketing budget to \$50,000 per year
2. Hire full-time technician for the TV Studio for community and college programming
3. Hire Economic and Workforce development Staff person

### **Issues and Challenges**

- Achieving fiscal stability (Goal 4, Strategies 4.1, 4.2, 4.3, 4.4)
- Encouraging innovation in difficult fiscal times within budget constraints (4.3)
- Keeping constituencies working together harmoniously (1.4)
- Increasing outreach to the community (5.1, 5.2)
- Implementing facilities master plan within the escalating construction labor market environment (6.1, 6.2)
- Maintaining a positive public image (7.1, 7.3)
- Fund-raising in a competitive and economically depressed market (5.1, 5.2)
- Implementing planning as an institution-wide practice (3.1, 3.2, 3.3, 3.4, 3.5)
- Enhancing and giving new online degrees

### **Research/Planning Office Goals**

(Goals Served: 1, 2, 3, 4, 5, 6, 7)

(SLO's Served: II, V)

- Update unit plans annually—under discussion
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- Complete an annual internal environmental scan and an external scan every three years
- Review the goals annually—under discussion
- Publish an annual planning and resource guide
- Complete budget analysis annually [Moved to VP, Admin.](#)
- Complete efficiency studies annually
- Complete outcomes data annually
- Continue supporting matriculation studies and surveys

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- Implementation and support of Prop A/AA *Moved to VP, Admin.*
- Annually evaluate the 5-year construction and facilities inventory *Moved to VP, Admin.*
- Monitor space utilization annually *Moved to VP, Admin.*
- Increase access to/utility of data for college community
- ARCC response
- Data and support for Ed. Master Plan Update
- Develop online survey capability
- Data for Basic Skills
- Serve on DPC, work w/ DRC re. core measures
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### **Public Relations Goals**

(Goals Served: 3, 5, 7)

(SLO's Served: I, III, V)

- Create an image of LAHC that is highly regarded in the community
- Maintain website and electronic sign (should be included in Bond 3)
- Publish newsletters as needed
- Provide graphics art support to the campus
- Bring back marketing and advertising activities
- Write press releases and complete interviews with press as needed
- Publish Annual Report to the community
- Increase press coverage of Harbor College events
- Outreach for celebratory events
  - Groundbreaking
  - Ribbon cutting
  - New Program initiative
- Create enhanced community awareness of LAHC
- Expand the presence and use of Harbor College Television
- Inform community of Proposition A/AA/ J progress
- Market and advertise new online degree programs
- Establish effective website for new online degree program

**Foundation Goals**

(Goals Served: 1, 2, 4, 5)

(SLO's served: III, IV)

- Develop guidelines for hiring and evaluating future Executive Directors based on the needs of LAHC Foundation
- Continue Board development and recruitment of community members with proven fund raising skills
- Develop culture of “annual giving”
- Encourage participation in President’s Circle
- Increase donor recognition opportunities
- Publicize “naming opportunities” for new buildings, labs, etc.
- Continue successful annual Athletic Hall of Fame event
- Increase participation in annual Golf Tournament
- Pursue additional funding for scholarships
- Encourage faculty and staff to utilize payroll deductions to support scholarship and book grant programs
- Publicize and encourage use of Gift Annuity program for faculty and staff as they begin to think of retirement
- Continue to inform campus program account holders of status of their accounts
- Manage and re-balance investments for maximum benefit
- Publish 2-3 newsletters a year
- Actively maintain an alumni association and methods to locate alumni
- Oversee laying the bricks in Tribute Plaza and plan an event to dedicate the Plaza
  
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**Economic and Workforce Development Goals**

(Goals Served: 1, 2, 4, 5)

(SLO's Served: IV, V)

- Seek external funding through grant writing and partnerships
- Initiate successful corporate training programs
- Administer VTEA Funds, CalWorks and TANF
- Expand program offerings as needed for the community
- Maintain a presence in civic and community organizations
- Job Placement

**Staffing Needs for the Cluster ('08/'09)**

1. Dean of Institutional Advancement (All goals); to include full-time Public Relations Specialist (3, 5, 7), head of the Foundation, Part-time Alumni Director (4, 5), Research

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2. Full-time Technician for the TV studio for community and college programming (3, 5, 7)
  3. Economic and Workforce Development Staff Person (title TBD) (4, 5)
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