



# CCDC STRATEGIC PLAN



# VISION



Serving as a benchmark for excellence, the Community College of the District of Columbia (CCDC) provides opportunity for District residents to access high-quality, affordable, learner-focused and market-driven programs that advance their individual and the community's economic, social and educational goals.

# MISSION



In diverse, technology enhanced learning environments, CCDC provides opportunities for students to obtain the requisite skills of today's workforce and prepares them for the demands of tomorrow. We offer accessible, affordable, and high-quality programs to the residents of the District of Columbia and the region. Our associate degrees, certificates, workforce development and lifelong learning programs are market-driven and learner focused. CCDC serves as a vital link to the intellectual, economic, civic and cultural vitality of the region.

# VALUE STATEMENTS



## **Educational Excellence**

- Innovative approaches to instruction and program completion is our hallmark
- Graduation/ program completion is the standard for all students

# VALUE STATEMENTS



## **Superior Customer Service**

- Student success is the first priority
- Effective, efficient, friendly, technology-enhanced service
- Seamless transactions for students and the community

# VALUE STATEMENTS



## **A Culture of Collaboration**

- Partnerships with community based and non profit organizations, government, industry, K-12 and other higher education institutions
- Expanded pathways for students

# VALUE STATEMENTS



## **Economic Vitality**

- Opportunity through education and career enhancement
  - Increase the number of Washingtonians who work in the District
  - Respond to the needs of high growth sectors
  - Reduce/eliminate the inequality of educational opportunity in the District

# VALUE STATEMENTS



## **Data Driven Assessment, Evaluation and Accountability**

- Institutional and student success performance plan with measurable milestones
- Routine assessment through point of service instruments
- Responsiveness to our community
- Data driven decision making
- A culture of evidence

# VALUE STATEMENTS



## Technology

- Learner-centered technology
- State of the art technology that simulates business practices
- Instructional technology that increases access
- Technology that fosters collaboration
- Technology that enhances administrative processes

# VALUE STATEMENTS



## **Understanding our Place in this World**

- A culture that grows, learns, and thrives from our diversity
- Contribute to the environmental health of the region
- Engages the community in developing response to needs

# GOALS



- Rethink developmental education. Accelerate and chunk it.
- Create a job training center for the region.
- Triple workforce development programs by 2014.
- Provide an individualized educational plan and career pathway for each student.
- Become the primary source of job training and placement in the District.

# GOALS



- Have a permanent location (and a presence in each ward).
- Develop sustainable funding sources.
- Develop a brand and image for the community college.
- Offer a comprehensive, high-quality Continuing Education program.

# STRATEGIC OBJECTIVES



- Develop and launch new programs in liberal studies, individualized study, construction, and fashion merchandising, automotive technology, health information technology, culinary arts by 2010.
- Revitalize the existing hospitality management program by 2010.
- Launch continuing education programs on line by 2010.
  - Identify at least five potential co-location sites for CE programming.
  - Identify and post for review distance learning applications that support WDLL programming and determine which CE programs deliverables will be incorporated into the portal site.
  - Create at least five new partnerships with business, education, and industry groups with relevant CE needs.
  - Establish the financial systems to support fee-based programming in conjunction with community college systems.
  - Work with the Center for Workforce Strategies and Economic Development to develop training which may be offered by CE.

# STRATEGIC OBJECTIVES



- Double workforce participation.
  - WDP will launch a web-based learning portal by July 2009.
  - All current WDP basic skills accelerated learning programs will be incorporated into the portal site by September 2009.
  - A comprehensive web-based IT training platform will be incorporated into the portal site by September 2009.
  - A CE group will be convened to determine which CE programs will be incorporated into the portal site by September 2009.
  - At least two new WDP centers will be operational by October 2009.

# STRATEGIC OBJECTIVES



- Increase the student success rate for 2010.
  - Identify students at risk of not persisting through early alert.
  - Support students from enrollment to graduation.
  - Implement degree audit process to ensure students earn the degrees within 2-3 years.
  - Develop and actively market at least six articulation agreements that assist students with the transfer process.
  - Create a reverse articulation process with UDC.
  - Graduate 100% of eligible students in 2010.
- Create process that leads to improved college readiness for high school graduates.
  - Work with local high schools to give early (sophomore or junior years) testing to gauge college readiness.
  - Provide dual enrollment courses for students who are college-ready by 2011.
  - Collaborate with high school faculty on professional development in core areas such as math, science and English by 2011.

# STRATEGIC OBJECTIVES



- Create at least 12 new online courses by 2010.
- Evaluate all programs for viability and suggest concerted courses of action.
- Create an academic calendar that is more flexible, convenient and in step with our students and the community by 2010.
- Maximize community access by evaluating the feasibility of cost effective satellite locations.
- Begin preparing documents for substantive change and eventual accreditation.
- Integrate workforce completion into the annual commencement by 2010.
  - Define completion and identify workforce student population eligible for participation in commencement.
  - Draft commencement program based on both associate of arts and certificate participant awards.

# STRATEGIC OBJECTIVES



- Increase student enrollment by 25%.
- Develop and implement model that allows workforce funding to appropriately support the CCDC.
- Begin Fall 2010 in a new location that houses a majority of the existing and new programs.
- Visit 75 % of all DC schools, with particular attention to high schools.
- Generate at least one piece of positive PR each month.
- Seek approval for a CCDC foundation.
- Seek acceptance into Lumina's Achieving the Dream Initiative.

# STRATEGIC OBJECTIVES



- Establish the Josephine Gueverra scholarship.
- Establish a framework for creating partnerships with community based organizations.
- Implement at least three programs with community based organizations.
- Establish the Center for Workforce Strategies to promote economic and workforce development collaboration.
  - Create marketing materials for the Center to advertise/promote activities.
  - Establish at least five industry advisory councils for allied health, construction, administrative services, hospitality and green jobs.
  - Identify all relevant local and regional partners.
  - Develop at least three viable funding opportunities for WDLL services and secure funding for the same.

# ACKNOWLEDGEMENTS



*Many thanks to the faculty and staff listed below for their contributions to the plan for CCDC.*

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