

Institutional Plans Action Items with Budgetary Implications

The following actions steps have been extracted from each of the institutional plans. Each of these action steps has budgetary implications. Some costs have been identified, while others are estimates and/or need to be estimated.

The complete plans can be found on the PRIE website.

Budget Planning Committee

<i>Action Steps</i>	<i>Resources Estimated</i>	<i>Outcomes/Deliverables</i>	<i>Timeline</i>
1.3 Allocate funds for equipment and technology needs. Note: This activity excludes funds and process for funding instructional equipment funds received from the state.	1.3 Fund 10% of requested budget, based on priorities.		1.3 October, 2010

<i>Action Steps</i>	<i>Resources Estimated</i>	<i>Outcomes/Deliverables</i>	<i>Timeline</i>
<p>1.1 Develop a survey to assess employee satisfaction and perception.</p> <p>1.2 Administer survey to all CSM employees.</p> <p>1.3 Evaluate and communicate survey results</p> <p>1.4 Develop a mechanism for responding to questions/comments in the BPC Suggestion Box.</p>	1.1 – 1.4 PRIE staff time is needed for developing, administering and evaluating survey results.	<p>1.1. Survey is developed by PRIE office.</p> <p>1.2. Survey is administered to CSM employees.</p> <p>1.3. Results tabulate.</p> <p>1.4. Mechanism is developed. The number of questions/comments is tracked. Progressive number of responses are received during first semester of implementation.</p>	<p>1.1 November, 2009</p> <p>1.2 November, 2009 and April 2010</p> <p>1.3 January, 2010(for November, 09 survey; May, 2010 for April 2010 survey)</p> <p>1.4 October 2009; ongoing</p>

Goal #4: Develop and implement a comprehensive institutional advancement plan to include strategies for fundraising and external grants development.

Objective #1: Conduct a feasibility study for fundraising, development, and external grants' development

Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
<p>1.1 Review CSM's previous Plan for Institutional Development, 1999, (funded by the David and Lucile Packard Foundation) http://collegeofsanmateo.edu/prie/institutional_documents.php</p> <p>1.2 Review summary reports and fundraising and grants' development history at CSM with Milla McConnell-Tuite</p> <p>1.3 Review and assess donor cultivation and development opportunities with the SMCCCD Foundation (SMCCCF) director, Stephani Scott</p> <p>1.4 Review status of individual endowments held by the SMCCCD Foundation (SMCCCF) to assess their currency and applicability (e.g. assess whether the purpose of some endowed accounts can be legally expanded to reflect current needs)</p> <p>1.5 Review and assess current alumni cultivation efforts with Student Life and Leadership Development staff, Public Relations and Marketing director Bev Madden, and pertinent SMCCCF staff</p> <p>1.6 Review and assess public relations strategies as they may relate to fundraising and development</p> <p>1.6 Review and assess current best practices in donor cultivation, fundraising, and grants' development</p>	<p>Human resources are needed to conduct review.</p>	<p>Pertinent individuals have knowledge and capacity to engage in planning related to institutional advancement (Applies to Objective)</p>	<p>Spring 2010-Fall 2010 Spring 2010-Fall 2010</p> <p>Spring 2010-Fall 2010 Spring 2010-Fall 2010</p> <p>Spring 2010-Fall 2010 Spring 2010-Fall 2010 Fall 2010</p>

Objective #2: Create an internal capacity to support institutional advancement planning.

<p>2.1 Conduct gap analysis of what expertise is needed to develop an institutional advancement plan</p> <p>2.2. Identify internal participants in planning processes as well as internal expertise (e.g. members of BPC, IPC, PRIE, and other constituencies)</p> <p>2.3 Identify, as appropriate, the external expertise needed to enhance planning processes.</p> <p>2.4 Identify individuals who will serve as lead(s) for planning processes and/or lead writers</p>	<p>May include direct costs depending on personnel selected</p>	<p>Individuals and lead(s) are identified to constitute an institutional advancement planning group (IAP)</p> <p>(Applies to Objective)</p>	<p>Fall 2010</p> <p>Fall 2010</p> <p>Fall 2010</p> <p>Fall 2010</p>
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Objective #3: Develop and adopt institutional an advancement plan which includes implementation strategies and dollar-amount target goals.			
3.1. Based upon 1) survey of best practices, 2) historical review of CSM and SMCCCD practices, and 3) plans to identify internal capacity, draft preliminary plan for review, which includes dollar-amount target goals 3.2 Review draft plan with key internal constituencies (President's Cabinet, BPC, IPC, College Council, Academic Senate, and others as pertinent) 3.3 Revise plan as needed 2.4. Adopt plan	May include direct costs depending on planning personnel selected	A comprehensive institutional advancement plan is adopted by CSM (Applies to Objective)	Spring 2011 Spring 2011 Spring 2011 Spring 2011
Objective #4: Develop new internal grants' development and management processes to be outlined in the institutional advancement plan			
4.1 Design coordinated internal strategies and processes for identifying prospective initiatives for external funding 4.2 Review grants' development criteria and standards previously used at CSM to evaluate the feasibility of pursuing grants opportunities 4.3 Design processes for identifying prospective grant opportunities, matching them with the appropriate project, evaluating the feasibility of pursuing funding, and approving applications 4.4 Evaluate current processes and design new strategies, as needed, for supporting the implementation, management, and oversight of grants' funded projects 4.5 Identify the appropriate administrative structure, personnel, and other resources necessary to support grants development and oversight	May include direct costs depending on planning personnel selected	CSM designs processes to support all phases of grants' development and oversight, including identifying appropriate resources to the effort (Applies to Objective)	Fall 2010-Spring 2011 Fall 2010-Spring 2011 Fall 2010-Spring 2011 Fall 2010-Spring 2011
Objective #5: Develop fundraising strategies to be outlined in the institutional advancement plan, including strategies for donor cultivation, for partnerships with private and corporate foundations, and for relationships with community organizations and public agencies.			
5.1 Design and adopt, pending approval, a President's External Advisory Group or Council (with members from the community) 5.2 Develop systematic and coordinated strategies for identifying and cultivating prospective donors at CSM, to include members of programmatic advisory groups and other individuals 5.3 Identify resources available through SMCCCF to support a robust fundraising effort at CSM 5.4 Develop systematic and coordinated strategies for identifying funding opportunities and prospective partnerships with foundations, corporations, community groups, and public entities 5.5 Identify the appropriate administrative structure, personnel, and other resources necessary to support donor cultivation and fundraising activities at CSM	May include direct costs depending on planning personnel selected	CSM designs processes to support all phases fundraising, including identifying appropriate resources to the effort (Applies to Objective)	Fall 2010-Spring 2011 Fall 2010-Spring 2011 Fall 2010-Spring 2011 Fall 2010-Spring 2011

Diversity In Action Planning Committee

Objective #1: Measure satisfaction ratings of educational events to use for subsequent year's events planning				
Action Steps		Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
1.1 <i>PRIE assigned to develop event satisfaction surveys</i>			1.1 <i>Survey instruments developed</i>	<i>Dec 2009</i>

Objective #1: Measure academic success factors such as retention rate, persistence rate and successful course completion rate.				
Action Steps		Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
1.6 <i>Identify institutional resource gaps that are needed to support and enhance student success.</i>		1.6 <i>To be determined</i>	1.6 <i>Institutional resource gaps identified.</i>	<i>1.6 Fall 2010</i>
1.7 <i>Assess, inform and recommend support for institutional resources that address inequities and which further student achievement.</i>		1.7 <i>To be determined</i>	1.7 <i>Student support services are recommended for implementation.</i>	<i>1.7 Fall 2010</i>

Enrollment Management Committee

Objective #2: Use research based methods to evaluate effectiveness of marketing and outreach activities.			
Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
2.2.1: Conduct focus groups with both internal and external audiences for data collection to determine marketing effectiveness.		2.2.1: A collection of findings and recommendations for review and analysis.	Spring, 2011

Human Resources Committee

Objective #2: Enhance the coordination of professional development activities for faculty and staff in relationship to institutional priorities.			
Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
3.2.1 Propose that a college-wide professional development and staff development coordinator be selected to plan and organize professional development activities (including flex) for all college personnel.	<ul style="list-style-type: none"> 3 FLCs reassigned time per semester for professional development and staff development coordinator (ongoing Fund 1). 	<ul style="list-style-type: none"> Professional Development Coordinator. Institutional professional development grant proposals will focus requests on institutional priorities. 	2010-2011

Technology Committee

Objective #1: Collaborate with District ITS to update and maintain CSM technology inventories				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables		Timeline
1.1 Review current computer and smart classroom inventories		Estimate of \$750,000 has been identified.		Fall 2009
Objective #2: Recommend creation of technology set-aside fund of \$750,000 per year over next five years--1st choice District-level fund; 2nd choice College-level fund				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables		Timeline
2.1 Recommend creation of technology set-aside fund to District Budget Planning Committee		District-Level Technology Budget Line in FY 2010-11		Spring 2010
2.2 Recommend creation of technology set-aside fund to CSM Budget Planning Committee		College-Level Technology Budget Line in FY 2010-11		Spring 2010
2.3 Recommend creation of bond-money set-aside fund to CSM Budget Planning Committee		College-Level Technology Budget Line in FY 2010-11		Spring 2010
Objective #1: Determine baseline technology competencies for current and new faculty, staff, and administration.				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables		Timeline
1.2 Develop a survey for constituent groups to measure gaps in their technology skills.	Costs to be determined	1.2 Survey		Fall 2010

Objective #2: Gather feedback from students, via generic student surveys, regarding their instructor's technology skills.				
Action Steps		Resources Estimated (Human, Fiscal, and Capital)	Outcomes/Deliverables	Timeline
2.1 Develop survey		Costs to be determined	2.1 Survey	Fall 2010
Objective #3: Explore establishment of college CTL to coordinate and conduct technology training workshops.				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
3.3 Identify dept/personnel to support tech training.	Identify existing staff or re-establish a College CTL (Centers for Teaching and Learning); \$75,000		3.3 Name of personnel or department	Fall 2011
Objective #1: Create technology information competency instructional materials in a variety of Web 2.0 formats (i.e. screencasts, podcasts, videos, wikis, etc.)				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
1.1 Assess needs of faculty, staff and students through survey	Emails and Print promotional materials; \$500 through PR Department		Data that establishes needs of faculty, staff, and students	Fall 2010
1.3 Promote the creation and use of information competency materials in a variety of formats			Faculty, staff and students informed about various modes of information competency instruction materials	Spring 2010-Spring 2013
Objective #5: Provide opportunities for faculty to acquire knowledge about the ethical use of information including copyright for on-campus and distance education courses				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
5.1 Provide a campus-wide workshop with an expert on copyright and intellectual property rights for higher education	Speaker fees \$10,000		Faculty informed on the ethical use of information, including copyright	Spring 2010-Spring 2013
Objective #1: Conduct a survey that assesses effectiveness of technology in facilitating campus communications to students, faculty, staff, alumni, and the public.				

Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
1.1 Develop a survey that allows constituent groups to rate the effectiveness of CSM communications to them.			1.1 Develop survey	Spring 2011
Objective #2: Create a campus-wide electronic board system for announcements.				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
2.3 Widely announce and promote use of system	Printing, promotional materials; \$500 through PR Department	2.3 Promotional materials		Spring 2011 or when system is ready
Objective #3: Solicit input from industry advisers regarding emerging technologies for various discipline/professions.				
Action Steps	Resources Estimated (Human, Fiscal, and Capital)		Outcomes/Deliverables	Timeline
4.3 Host an event, such as a round table discussion or sessions with advisers, or specific disciplinary groups of advisers (help foster partnerships with business)	Hospitality/meals for volunteer advisers; Ongoing as Part of Program Advisory Committees		Guidance on the most practical technologies to teach, partnerships with local business	Fall 2010