

# College of San Mateo Strategic Plan 2008-2013

## Summary of College Goals

### **Goal 1: Programs and Services**

CSM will match its programs and services—and the manner in which they are delivered—to the evolving needs and expectations of our students and the community.

### **Goal 2: Enrollment Management**

CSM will develop and implement a comprehensive research-based enrollment management initiative that addresses all the stages of enrollment management, including marketing, outreach, recruitment, and retention.

### **Goal 3: Diversity**

CSM will promote a diverse learning and working environment that encourages tolerance, mutual respect, and the free exchange of ideas.

### **Goal 4: Assessment**

CSM will ensure continuous quality improvement by integrating and promoting evidence-based assessment throughout the institution.

### **Goal 5: Staff Recruitment, Retention, Development and Recognition**

CSM will recruit, select, retain, develop, and recognize faculty, staff, and administrators to advance the mission and vision of the College.

### **Goal 6: Institutional Planning and Effectiveness**

CSM will implement an integrated planning model that promotes transparency in decision making and planning and assesses these processes to ensure institutional effectiveness.

### **Goal 7: Institutional Resources**

CSM will promote fiscal accountability through an integrated resource allocation model linking institutional plans, budget development, Program Review, and organizational outcomes. It will also promote fiscal stability and program flexibility through the development of alternative funding sources.

### **Goal 8: Facilities and Infrastructure**

CSM will support the needs of current and future students for vibrant, flexible, safe, environmentally responsible, and innovative learning environments

### **Goal 9: Communication**

CSM will practice authentic, informative, open, and honest written and oral communication in interpersonal, small group, intercultural, and public-discourse contexts, both in interactions within the College community and in interactions with the public.