



2013-2017 STRATEGIC PLAN



Table of Contents

Acknowledgements.....	2
District Profile	3
Mission, Vision, and Values	4
Purpose and Process.....	5
Strategic Directions	6
College Profile	8
Data Profile	10

Acknowledgements

This strategic plan would not be possible without the contributions from faculty, staff, administrators, students, and community members from Reedley College including Madera Center and Oakhurst Center who participated through committee work, the strategic workshop, the strategic survey, or the campus charrettes. The Strategic Planning Committee includes Linda Carvalho Cooley, David Clark, Julie Davidson, Kate Fourchy Watts, Michelle Johnson, Brad Millar, Nate Saari, Larry Simpson, and Sarina Torres. Special thanks to Pattie Fitzgerald, Emilie Gerety, and the technology department. Thanks also for the leadership of SCCC Board of Trustees: Isabel Barreras, President, Richard M. Caglia, John Leal, Ronald H. Nishinaka, Patrick E. Patterson, Eric Payne, Dorothy Smith and SCCC Chancellor Dr. Deborah G. Blue.



District Profile



District Mission

State Center Community College District is committed to student learning and success, while providing accessible, high quality, innovative educational programs and student support services to our diverse community by offering associate degrees, university transfer courses and career technical programs that meet the academic and workforce needs of the San Joaquin Valley and cultivate an educationally prepared citizenry.

District Vision

State Center Community College District will demonstrate exemplary educational leadership to foster and cultivate a skilled workforce and an educated citizenry who are well prepared professionally and personally to contribute to our community.

District Values

Excellence
Diversity
Integrity
Continual Improvement
Stewardship
Community
Communication

District Strategic Plan

Goal 1: Student Success

SCCCD is committed to supporting and assisting students in achieving their educational goals by offering premier academic, career technical training, and student support programs that enhance students' abilities to succeed in an increasingly complex and interconnected world.

Goal 2: Student Access

SCCCD recognizes that it must be responsive to the population growth of the San Joaquin Valley and is committed to reducing enrollment barriers.

Goal 3: Teaching and Learning Effectiveness

SCCCD is committed to providing the highest quality instructional programs using current and emerging instructional methods and technologies.

Goal 4: Economic and Workforce Development

SCCCD is committed to being a partner in developing the economic vitality of the region through collaboration with its community partners and by offering and assuring access to quality career technical programs.

Goal 5: Communication

SCCCD is committed to open and clear communication among its constituent groups and with its external communities.

Goal 6: Organizational Effectiveness

SCCCD is committed to continually improve its organizational process to ensure its institutional effectiveness and accountability.

Goal 7: Community and Resource Development

SCCCD is committed to optimizing its resources while maintaining its fiscal integrity.

Mission, Vision, and Values

Reedley College Mission

Reedley College, including its centers and sites, provides an accessible educational environment ensuring high-quality innovative learning opportunities supported by services for student success. We offer associate degree programs, career technical education, transfer level and basic skills courses. We instill a passion for learning that will meet the academic, workforce, and personal goals of our diverse population.

Reedley College Vision

Reedley College, including its centers and sites, will be a source of exemplary educational opportunities to foster and cultivate professional, well-prepared individuals who will contribute to our community.

Reedley College Values

Focus on Our Student's Success

Strive for Excellence

Foster Intellectual Curiosity

Instill Personal Integrity

Encourage Critical Thinking

Respect Diversity

Promote Service to Our Community



Purpose and Process

Reedley College's strategic planning is continuous, integrated and systemic. Planning addresses institutional and community needs. The Strategic Plan is created in a four-year cycle; 2012-2016 for the State Center Community College District and 2013-2017 for Reedley College. The creation of the District plan included a document review, board visioning, surveys, strategic conversations, and a community charrette.

The Reedley College Strategic Planning Committee gathers data for the development of the plan every four years, practice/assess every year, and synthesizes assessments/makes adjustments every two years. The Reedley College Strategic Plan is created in alignment with the district plan, with both internal and external scans. Internal scans included strategic plan workshop and a survey which is available on our website. External scans included demographic research and two community charrettes, one held in Reedley on February 7, 2013, and one in Madera on February 13, 2013. The final Reedley College Strategic Plan was presented for Board approval on July 2, 2013.



Strategic Directions: A Vision with Values

Reedley College's 2013-2017 Strategic Plan is designed to be in alignment with the State Center Community College District Strategic Plan. An expanded version of the SCCC District Strategic Plan is available online at www.scccd.edu, under "About Us." The 2013-2017 Reedley College Strategic Plan is available at www.reedleycollege.edu, under "About Us" and then "College Planning." Any updates to the 2013-2017 Reedley College Strategic Plan will be added to this webpage.

1. Student Success

Reedley College is committed to empowering students to achieve their educational and vocational goals by offering academic guidance and support, career technical training, and opportunities for personal growth that will promote success.

- 1.1 Assist students in creating a clear vision towards their educational goals through the development of an educational plan. (DO 1.2)
- 1.2 Offer instructional programs that provide basic skills, transfer preparation, and career technical education.
- 1.3 Increase students' campus and community engagement in order to facilitate persistence and completion rates for all students. (DO 1.5, 4.3)
- 1.4 Develop strategies to address unique needs of students to aid their academic success. (DO 1.1)

2. Student Access and Services

Reedley College is devoted to providing access and services for students to obtain their educational goals. (DO 2.1)

- 2.1 Evaluate course offerings to ensure sequencing that will allow students to finish a program in a reasonable amount of time.
- 2.2 Improve student admission, registration, counseling and orientation services to optimize student educational planning. (DO 2.2)
- 2.3 Provide broad-based instructional support services relevant to the diverse needs of the students. (DO 2.3)
- 2.4 Maintain a safe environment conducive to learning while providing services and activities that maximize the opportunity for educational and personal growth.



3. Teaching and Learning

Reedley College is committed to providing the highest quality instructional programs utilizing current and emerging instructional methods that focus on student success.

- 3.1 Align curriculum to increase certificates and degree completion. (DO 3.2)
- 3.2 Improve courses and programs through the analysis of multiple measures for basic skills courses, transfer level courses, career technical education and distance education. (DO 3.3)
- 3.3 Provide and support opportunities for faculty development that foster innovation. (DO 3.5)
- 3.4 Ensure continuous integration and implementation of the colleges' Program Review and Student Learning Outcomes assessment to improve institutional effectiveness. (DO 1.4, 3.4)

Strategic Directions: A Vision with Values

4. Economic and Workforce Development

Reedley College is committed to being a partner in developing the economic vitality of the region through collaboration with its community partners and will strive to ensure access to quality career technical programs.

- 4.1 Assess, maintain, and develop effective and relevant career technical education programs in collaboration with business and industry partners. (DO 4.1)
- 4.2 Pursue continued support of signature programs, including infrastructure improvements in order to align with industry standards. (DO 3.2, 4.2)
- 4.3 Increase the number of quality work and internship experiences, apprenticeships, and job shadowing and service learning opportunities. (DO 4.4)



5. Organizational Development and Effectiveness

Reedley College is committed to persistently improving its institutional, fiscal and technological effectiveness for each campus.

- 5.1 Establish systems and procedures that increase collaboration between Reedley, Madera and Oakhurst that work towards the integration of policies, uniformed procedures and processes.
- 5.2 Ensure instruction and services for students are sufficient, equitable and consistent across locations.
- 5.3 Develop and implement a human resource staffing plan for all campuses that aligns with the district wide staffing plan. (DO 6.4)
- 5.4 Reedley, Madera, Oakhurst will support Willow International in its efforts to become a college.
- 5.5 Develop and implement an integrated planning and resource allocation process that aligns with the Strategic Plan. (DO 6.1, 6.6)
- 5.6 Utilize, improve and maintain technology and facility infrastructure to support academic success. (DO 6.2, 6.3)

6. Communication

Reedley College is committed to continually improving effectiveness in communication.

- 6.1 Engage in open and clear communication between Reedley College and the District. (DO 5.3)
- 6.2 Promote communication and collaboration about college programs, services and activities between Reedley, Madera, and Oakhurst. (DO 5.2)
- 6.3 Evaluate methods and delivery systems used to communicate between Reedley, Madera and Oakhurst.
- 6.4 Maintain and improve communication between Reedley, Madera and Oakhurst and their surrounding communities. (DO 5.4)

College Profile

Reedley College was established in May 1926, as Reedley



Junior College. Institutional doors were opened in September 1926 with a total of 30 students and six course offerings. In 1936 a separate building on the Reedley High School campus was built to house the junior college administration and provide additional classrooms. On July 1, 1946, the college recognized its role as a total community college. By the late 1940s the Board began negotiations to purchase the current campus site at Reed and Manning Avenues, once part of the historic Thomas Law Reed Ranch. In September 1956, the college moved to its present site, where it has continued to grow and expand.

In 1963 the college became a member of the State Center Community College District combining the resources of two of the oldest community colleges in the state. In subsequent years, Reedley College's influence expanded into several other communities including Dinuba, Fowler, Kingsburg, Orange Cove, Parlier, Sanger and Selma. In 1980, the name was officially changed to Kings River Community College to better reflect the communities it served. The area served by the college continued to grow northward into the rural communities of the greater Fresno area. Serving communities as far-reaching as Clovis, Kerman, Madera, and Oakhurst, Kings River Community College developed three North Centers. In accordance with the surrounding communities' wishes, the name Reedley College was restored in July, 1998.

In its 87 years, Reedley College has developed into an essential component of higher education in the central San Joaquin Valley, offering over 67 areas of study taught by approximately 178 full-time faculty and 276 part-time faculty. Since fall 2000, the combined sites under the Reedley College umbrella have provided services to over 102,000 individuals, amounting to an average of over 11,000 students per semester. Today, Reedley

College offers over 1,500 class sections each year and gives students a choice of transfer, associate degree, associate degrees for transfer, certificates of achievement, and certificates.

Currently, Reedley College offers over 100 certificates and degree options for students. The main campus serves over 6,000 students each semester and offers instructional opportunities that range from traditional classrooms and science laboratories to state-of-the-art occupational training facilities in day, evening, early morning, online and interactive distance education formats. The college's location near mountains and farmland permits the natural surroundings to become part of the learning environment. Forestry students manage an 800-acre forest at Sequoia Lake, near Kings Canyon National Park, one hour from Reedley. Agriculture students gain experience on the campus' 300-acre farm, the largest on-campus community college farm in the state. In addition, Reedley College is one of only 11 community colleges in California to provide on-campus housing.

Established in 2012, the Reedley Middle College High School is a partnership between Reedley College and Kings Canyon Unified School District. It is located on the Reedley College campus and offers students the opportunity to earn college credit while completing their high school diploma. The program focuses on either a business administration or agriculture business emphasis and is a charter high school.



College Profile

Madera Center

The Madera Center was founded over 20 years ago, initially operating at Madera High School. In August 1996 a dedicated site for the Madera Community College Center situated on 114 acres was opened.



The original development comprises approximately 25 of those acres. The campus is located on Avenue 12 just east of Highway 99 at the edge of the City of Madera. Initially, the campus consisted of 24 relocatable classrooms and a permanent student services building, along with a relocatable classroom to house the Child Development Learning Center and child care-related programs. A permanent 26,000-square-foot educational and administrative building and a utility/maintenance facility were completed for the 2000-01 school year. Funding from the 2001-02 State Budget Act funded the Academic Village Complex completion in January 2004. The 50,000 square feet of space includes academic classrooms and offices, as well as component and laboratory space for biology, physical science, chemistry, computer studies, business, art, and licensed vocational nursing. The project also provided funding to retrofit the educational/administrative building to house the library, student services and administrative offices. As a result of funding from a local bond and business donations, a full-service physical education program and facility have been completed, including a fitness center, aerobic center, and softball field complex. The Center for Advanced Manufacturing facility opened in 2009 and offers educational programs that include maintenance mechanic and welding. The Madera Center serves 2,600 students and offers a wide variety of academic and occupational programs and opportunities for students. With over 360 courses in 38 areas of study, each year students have a choice of transfer, associate degree, associate degrees for transfer, certificates of achievement, and certificates of completion. The first cohort of the Licensed Vocational Nursing Program completed their 18-month Certificate program in May 2004. A 12-month LVN-RN program is also offered at the Madera Center. It is anticipated that the Madera area will continue to be one of the fastest growing population centers in the central valley and the center will, therefore, continue with its student growth and facilities expansions.

Oakhurst Center

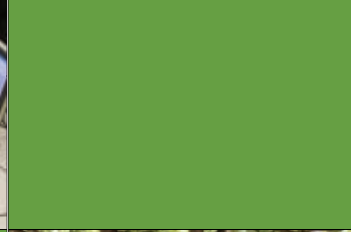
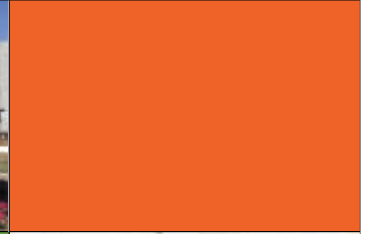
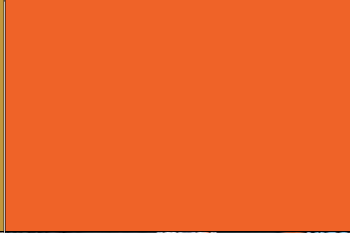
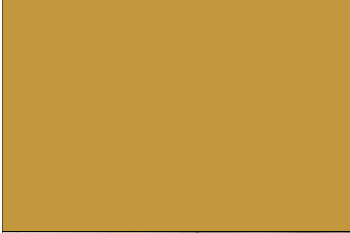
The Oakhurst Center, serving 500 students and generating a full-time equivalency of approximately 250 students per year, was established in 1990 as a result of a legislative mandate (Senate Bill 1607) and community request. In Fall 1996, the campus relocated from Yosemite High School to its current location in the Central Business District of Oakhurst. In April 1999 the District acquired the 2.7 acres housing the Oakhurst Center. One hundred and twenty academic and occupational education courses are taught annually in nine relocatable classrooms, including a science lab and a computer lab, arranged into a small campus setting. One of the classrooms is part of a collaborative project serving both Madera Center classes and Madera County governmental events and was funded through a San Joaquin Valley Unified Air Pollution Control District grant to Madera County. Included within the Center are two Distance Learning classrooms which allow connectivity to other campuses at Clovis, Fresno, Madera, and Reedley. Students can complete their general education, associate degrees and transfer courses at the Oakhurst Center. Two additional classrooms were completed in 2008. Eastern Madera County is rapidly growing with a current population of approximately 30,000. It is anticipated the center will continue to grow to meet the needs of this ever-expanding community.



Data Profile

Fall 2012 Reedley College Enrollment by Location Data Source: ATERMs

	Reedley College		Madera Center		Oakhurst Center	
	Count	%	Count	%	Count	%
Female	3348	34.68%	1912	19.81%	382	3.96%
African-American/non-Hispanic	42	0.44%	77	0.80%	9	0.09%
American Indian/Alaskan Native	38	0.39%	23	0.24%	19	0.20%
Asian/Pacific Islander	189	1.96%	138	1.43%	20	0.21%
Hispanic	2294	23.76%	1161	12.03%	89	0.92%
Race/ethnicity unknown	134	1.39%	60	0.62%	17	0.18%
White/non-Hispanic	651	6.74%	453	4.69%	228	2.36%
Male	2804	29.04%	960	9.94%	248	2.57%
African-American/non-Hispanic	100	1.04%	35	0.36%	11	0.11%
American Indian/Alaskan Native	23	0.24%	8	0.08%	12	0.12%
Asian/Pacific Islander	139	1.44%	74	0.77%	7	0.07%
Hispanic	1840	19.06%	573	5.94%	47	0.49%
Race/ethnicity unknown	76	0.79%	34	0.35%	9	0.09%
White/non-Hispanic	626	6.48%	236	2.44%	162	1.68%
Grand Total	6152	63.72%	2872	29.75%	630	6.53%





Reedley College

995 N. Reed Avenue

Reedley, CA 93654

559-638-3641 • www.reedleycollege.edu

Madera Community College Center

30277 Avenue 12

Madera, CA 93638

559-675-4800 • www.maderacenter.com

Oakhurst Community College Center

40241 Highway 41

Oakhurst, CA 93644

559-683-3940 • www.oakhurstcenter.com

State Center Community College District

