

Section 1: Our Compass

Mission Statement	ACCCA develops and supports current and future California community college administrators through professional development, networking and advocacy.
Vision Statement	ACCCA will be recognized as the premier organization for developing exemplary administrators to lead and serve California community colleges.
Organizational Values	ACCCA values leadership excellence through: --Collaboration based on trust --Commitment to service and quality --Ethical and effective advocacy --Honesty, integrity and professionalism --Respect for uniqueness, diversity and creativity
Tagline	ACCCA--Your Essential Career Partner

Section 2: Our Main Strategic Areas and Goals

Strategic Area I. Membership

<p>Goal A. RAISE MEMBERSHIP VALUE TO MEMBERS IN ALL STAGES OF THEIR ADMINISTRATIVE CAREER. Core Strategies are: 1. Expand and improve services and benefits 2. Engage new members in unique learning and networking opportunities and launch a first year experience program.</p> <p>Key Action Items</p> <ul style="list-style-type: none"> <li style="margin-bottom: 10px;"> <input type="checkbox"/> 1. Staff, working with the RMC (Regional Membership Council) and marketing team will review and provide feedback on existing member benefits and services and bring recommended changes to the Board for consideration (not yet started) <input type="checkbox"/> 2. Design a first year experience program for new members and advise staff on implementation and tracking data <p>Goal Team Meeting Dates/Times and Conference Line Information (if applicable) Meetings are ongoing and in some cases monthly or more frequently. Those that are scheduled are reflected on the Meeting Calendar Summary located on the web site.</p> <p>Notes</p> <p>10/10/2017 Teams involved in assuring completion of this goal include the Regional Membership Council; the Marketing & Communications Team; staff and our contracted recruiter, Mark Zacovic.</p> <p>1/12/18 One of the tasks included in the latest version (1/4/18) of the Marketing Plan is a review of the Member Benefits (est. completion 6/15--updated marketing plan uploaded).</p>	<p>Due 06/15/22 Susan Bray On Track</p> <p>Key Team Members: Christel Mikami</p>
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Goal B. BOOST MEMBERSHIP TO 51% OF ALL CALIFORNIA COMMUNITY COLLEGE ADMINISTRATORS. Core Strategies for this goal are: 1. Develop and execute a multi-tiered marketing and recruitment plan 2. Communicate directly with prospective members 3. Connect prospective members with current members

Due 06/15/22

Susan Bray

On Track

Key Team Members: Christel Mikami

Key Action Items

1. RMC and staff will strengthen the connections with Campus Contacts to ensure a sustainable and responsive administrative communications network. Due 01/16/18 Susan Bray
2. Staff working with RMC and MDC will enrich connections with ACCCA members and potential members by providing unique social, learning and networking opportunities on a regional and regular basis [regional events programs.] Due 09/28/18 Susan Bray
3. Staff, working with the Marketing Team and RMC will conduct an administrative census to establish an accurate (as possible) head count of Administrators (including directors and managers) in the California community college system Due 03/16/18 Susan Bray
4. ACCCA's Marketing Consultant (Jennifer Aries) will design and work with the Marketing Team and staff to execute a multi-tiered marketing and communications plan to address member recruitment, retention and program marketing including internal procedures, protocols and templates. Due 03/30/18 Patti Marcotte
5. Establish the process to collect and track data on member satisfaction to improve retention and advise staff on appropriate uses for data; define key metrics and data usage/storage policies and work with the staff to design a framework for updating the existing database. Due 03/30/18 Patti Marcotte

Goal Team Meeting Dates/Times and Conference Line Information (if applicable)

Diane Fiero, Chair of the RMC met jointly with the MDC leadership [Kimberlee and Rory] and the Marketing & Communications team on November 16th, 2017 in conjunction with the League Conference in San Jose to discuss their inter-related work and how best to make progress. Another meeting of the RMC is being planned for the Annual Conference in February.

Notes

10/11/17

This goal will be accomplished specifically through the work of staff and the contract recruiter in collaboration with the RMC and the Marketing Team. Meetings for these groups are ongoing and are detailed online on the Calendar document. Two consultants have been engaged to assist staff with these activities. A marketing consultant (Jennifer Aries) and a recruitment consultant (Mark Zacovic). Aries contract extends her services through March, 2018 and Zacovic's services will be ongoing.

Working with the marketing team and RMC initial steps have been taken by staff to identify a number/range of all administrative personnel in the CCC system. The definition of "administrator" aligns with the ACCCA eligible interpretation of who a member is.

Campus Contacts have been asked to submit their administrative lists and to include all managers and directors as well. Staff is in progress of collecting the final few of these. All non members are vetted from these lists as they are received and provided to the recruiter for follow up. Quarterly reports from the recruiter will indicate the status of all non member administrators in the system.

Strategic Area II. Organizational Structure and Operations

Goal A. STRENGTHEN THE ASSOCIATION'S STRUCTURE, OPERATION AND FISCAL VITALITY. Core Strategies are: 1. Support a high performing Board of Directors 2. Develop and execute a long-term succession plan for the board, staff and volunteer leadership 3. Strengthen operating policies and procedures 4. Ensure development and execution of an operational master plan 5. See new and diverse strategic funding sources

Due 06/15/22

Susan Bray

On Track

Key Team Members: Bonnie Dowd, Brian Lofman, Christel Mikami, Kuldeep Kaur

Key Action Items

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|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------|
| <input checked="" type="checkbox"/> | 1. Amend the Charter of the existing Nominating Committee to define the scope of the Board Development Committee and establish a schedule of board development activities. | Due 01/16/18 | Susan Bray |
| <input checked="" type="checkbox"/> | 2. Provide Board Member training on ACCCA's budget and budget development process | Due 09/29/17 | Susan Bray |
| <input type="checkbox"/> | 3. Review the Board's composition to ensure it remains a representative group reflecting the functional areas of California's community college administrative/management ranks. | Due 06/15/22 | Omid Pourzanjani |
| <input type="checkbox"/> | 4. Develop a multi-year budget projection format and incorporate into the existing budgeting process | Due 06/12/19 | Susan Bray |
| <input type="checkbox"/> | 5. Research, identify and pursue outside sources of revenue and funding. | Due 06/15/22 | Susan Bray |
| <input type="checkbox"/> | 6. Develop a sustainable succession plan for key staff, board members and lead volunteers | Due 06/12/19 | Susan Bray |
| <input type="checkbox"/> | 7. Develop a timeline for review/completion of Operational Master Plan elements. | Due 01/16/18 | Susan Bray |
| <input type="checkbox"/> | 8. Continue to update, refine and strengthen operating policies and procedures | Due 06/15/22 | Susan Bray |
| <input type="checkbox"/> | 9. Prepare and distribute a revised Constitution to the members for initial approval with subsequent ratification in February | Due 02/23/18 | Bonnie Dowd |

Goal Team Meeting Dates/Times and Conference Line Information (if applicable)

Refer to the online Calendar

Notes

10/11/17

Key teams focused on this work are the Policies & Procedures Committee (PPC), the ACCCA Finance Committee, the Board Development Committee, staff and the Executive Team.

Strategic Area III. Professional Development for Members, Administrators and Managers of the California Community Colleges

Goal A. ASSIST MEMBERS IN CREATING A PERSONAL PATHWAY TO PROFESSIONAL SUCCESS. Core Strategies are: 1. Launch online professional development assessment tool and personalized professional development plan 2. Maximize opportunities for leadership development pathways for administrators in collaboration with other professional development providers

Due 06/15/22 Susan Bray Not Started
Key Team Members: Courtney Clark, Kimberlee Messina

Key Action Items

- 1. Develop an online professional development assessment tool for administrators and managers Due 06/17/20 Susan Bray
- 2. Explore the programs of other organizations for comparative data on formats; participation rates, demographics and content. Due 06/15/22 Courtney Clark

Goal Team Meeting Dates/Times and Conference Line Information (if applicable)
The MDC meets monthly on the first Wednesday at 8:30 a.m.

Notes

10/11/17

This is in concept. As a member organization, the individual administrators interests are paramount in the Association's mission, and chief among those is the ability of every management professional in the CCCs to have a training plan or pathway identified for their continuous professional development. As first envisioned this would be an online tool for members to chart their course, retain key documentation such as their resume for easy updating and their collection of training certifications and evidence of their achievements. A framework for this already exists within IEPI's PLN, Professional Learning Network, but unless some seamless link to ACCCA members can be achieved through the PLN, ACCCA will need to come up with its own version.

This is an effort of the MDC in conjunction with the RMC in an advisory role, staff and the Executive Team.

Goal B. IIIB. NURTURE AND SUPPORT MEMBERS THROUGHOUT THEIR ADMINISTRATIVE CAREER. Core Strategies are: 1. Strengthen existing professional development programs 2. Offer convenient access to additional training 3. Engage in and provide ongoing feedback to the MDC and the Board about Pathway Progress at the state level

Due 06/15/22 Susan Bray Not Started
Key Team Members: Courtney Clark, Kimberlee Messina

Key Action Items

- 1. Provide critical review (ongoing) for all of ACCCA's programs and develop recommendations to the board for each program and it's future sustainability. Due 06/15/22 Kimberlee Messina
- 2. Gather data on program participants (evaluation processes) to identify preferences in content and delivery Due 06/15/22 Courtney Clark
- 3. Document all standardized processes for vetting applicants and managing wait listed programs Due 01/16/18 Courtney Clark
- 4. Develop a plan for, and deliver regional training (one day workshops), learning or social events Due 06/13/18 Susan Bray
- 5. Collaborate with other providers of professional development to help shape professional development opportunities across platforms (IEPI, etc.) Due 06/15/22 Susan Bray

Goal Team Meeting Dates/Times and Conference Line Information (if applicable)
MDC meetings are the first Wednesday of the month, 8:30 a.m.

Notes

No Notes Yet

Strategic Area IV. Advocacy for Legislative and Regulatory Improvement

Goal A. CONTRIBUTE TO A LEGISLATIVE AND REGULATORY ENVIRONMENT THAT SUPPORTS MEMBERS AND ADVANCES THE CALIFORNIA COMMUNITY COLLEGE SYSTEM. Core Strategies are: 1. Form coalitions with affiliate groups and other statewide organizations 2. Lead and collaborate with statewide organizations on legislative advancements 3. Advocate for improvements to administrator working conditions 4. Educate members about their administrative rights and expand member's capacity for political action

Due 06/15/22

Willy Duncan

Not Started

Key Team Members: Patti Marcotte, Susan Bray

Key Action Items

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|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|
| <input type="checkbox"/> | 1. Collaborate with the Regional Member Council to solicit feedback from Campuses regarding specific legislation and issues of concern | Due 06/15/22 | Willy Duncan |
| <input type="checkbox"/> | 2. Identify specific occasions to regularly engage affiliate groups and stakeholders on shared interests to leverage consensus | Due 06/15/22 | Willy Duncan |
| <input type="checkbox"/> | 3. Collaborate with the MDC to identify spaces within established programs and events to deliver content that educates members and administrators about policy issues, legislation and ACCCA's position on the issues. | Due 06/15/22 | Susan Bray |

Goal Team Meeting Dates/Times and Conference Line Information (if applicable)

The CFLA meets monthly on the last Tuesday at 1:30 p.m.

Notes

No Notes Yet