**Strategic Plan Goals and Objectives  
*Draft***

Goal: Assert the faculty voice and leadership in local, state, and national policy conversations.

Objectives:

1. Develop and strengthen strategic relationships between the Executive Committee and at least five legislators, system partners, or organizations involved in statewide or national education policy.
2. Establish multiple training opportunities in matters of advocacy and leadership for faculty and senates.

Strategies:

1. Establish relationships between ASCCC Executive Committee members and legislators and aides.
2. Develop a legislative agenda aligned with the goals of the ASCCC and actively pursue bills of interest.
3. Develop a public relations campaign to promote the visibility of the ASCCC.
4. Research and attend state and national conferences related to academic and professional matters.
5. Cultivate relationships and work with the legislative lobbyist and representative of FACCC, CFT, and CTA higher education to discuss common interests and how we may mutually advance the critical policies of CCC
6. Include Legislative Advocacy topics at appropriate ASCCC Events.

Goal: Engage and empower \*diverse groups of faculty at all levels of state and local leadership.

\*See ASCCC Inclusivity Statement for definition of “diverse groups”

Objectives:

1. Increase leadership development opportunities for diverse faculty such that they are prepared to participate in and lead local and statewide conversations.
2. Increase the diversity of faculty representation, on committees of the ASCCC, including the Executive Committee, and other system consultation bodies to better reflect the diversity of California.

Strategies:

1. Lead professional development opportunities designed to promote recruitment of diverse faculty for participation in local and statewide senate activities.
2. Develop a cultural competency plan.
3. Increase outreach activities.
4. Identify resources to fund and thus increase the attendance of diverse faculty at ASCCC events.

Goal: Lead faculty professional development for the California Community College System.

Objectives:

1. Ensure that all systemwide faculty professional development in California Community Colleges occurs in collaboration with the ASCCC.
2. Design and implement a comprehensive ASCCC professional development plan.

Strategies:

1. Increase outreach to organizations and individuals regarding ASCCC professional development activities by developing partnerships and collaborations.
2. When grant opportunities for system initiatives are released, immediately contact applicants and urge inclusion of the ASCCC in grant applications.
3. Consult with the Chancellor’s Office on methods to ensure the ASCCC’s primacy in faculty professional development.
4. Develop relationship and collaborate with other professional development organizations on events.
5. Establish a conference attendance budget for Executive Committee members and staff to attend conferences relevant to their ASCCC committee assignments.

Goal: Enhance engagement, communication, and partnerships with local senates and system partners, and other constituent groups.

Objectives:

1. Increase the participation of official ASCCC representatives at events and meetings conducted by system partners.
2. Improve methods of gathering input from faculty, local senates and system partners.
3. Visit all CCC colleges.

Strategies:

1. Create a communication plan.
2. Develop short- and long-range plan for local senate visits by ASCCC.
3. Create a master calendar of events.
4. Strengthen partnership with the Chancellor’s Office Divisions.
5. Expand the ASCCC presence at constituent groups meetings and conferences to create more faculty presence.

Goal: Secure resources to sustain and support the mission and the work of the ASCCC.

Objectives:

1. Realize a minimum increase in ASFCCC funding of $25,000 per year.
2. Realize a minimum increase in the Governor’s base funding to the ASCCC of $XXX per year.
3. Maintain current grants, if appropriate, and seek additional grant monies to fund ASCCC activities.

Strategies:

1. Increase applications for appropriate short-term and long-term grants.
2. Secure appropriate resources to implement the ASCCC’s comprehensive professional development plan.
3. Enter into conversations with the Chancellor’s Office about ways to increase ASCCC funding.
4. Leverage relationships established between Executive Committee members and legislators/system partners to secure increased funding for the ASCCC.
5. Expand fundraising of ASCCC Foundation at events