



EXECUTIVE SUMMARY OF ODESSA COLLEGE STRATEGIC PLAN

Strategic planning at Odessa College is an annual activity. The college holds two Leadership Retreats each year focused on Strategic Planning:

- December
 - Establishing priorities
 - Setting goals
 - Discussing strategies with focus on fiscal and human resources
- May
 - Reviewing pace and progress of goals and initiatives
 - Revising goals and strategies as appropriate
 - Discussing further fiscal and human resource implications

The Leadership Retreats participants include:

- President
- Vice President of Business Affairs
- Vice President of Institutional Effectiveness & Direct Reports
- Vice President of Information Technology & Direct Reports
- Vice President of Instruction & Direct Reports
- Vice President of Student Services and Enrollment Management & Direct Reports
- Executive Director of Advancement

Appendix B summarizes the strategic plan for each division, and maps each tactic or strategy to division objectives and the institutional goal: increase student enrollment and education attainment.



Strategic Planning this year, led to the development of OC 10,000 - a new initiative designed to increase sustainable fall enrollment to 10,000 unduplicated students over the next 5 years. Odessa College’s fall 2018 enrollment of 6,308 unduplicated students was, in itself, a record. To get to 10,000 students on a sustainable basis and continue to improve student outcomes, one critical and challenging strategic imperative must be met: continual improvement of college resources in an increasingly difficult demographic and economic environment.

The strategic plan is to leverage current staff and faculty who have day-to-day contact with potential college-going students in K-12 and adult basic education programs. The effort is divided into manageable targeted student high engagement and college oriented programs and initiatives. These programs and initiatives include:

- Working with our K-12 partners on approaches aimed at keeping more students in school and graduating;
- Increasing the college-going percentage of high school graduates;
- Advancing more students into dual credit programs with the goal of having every high school student graduate with 6 or more college credits.