

AACC 21st-Century Initiative

Goal of Educating 5 Million More Students With Degrees, Certificates, or Other Credentials by 2020

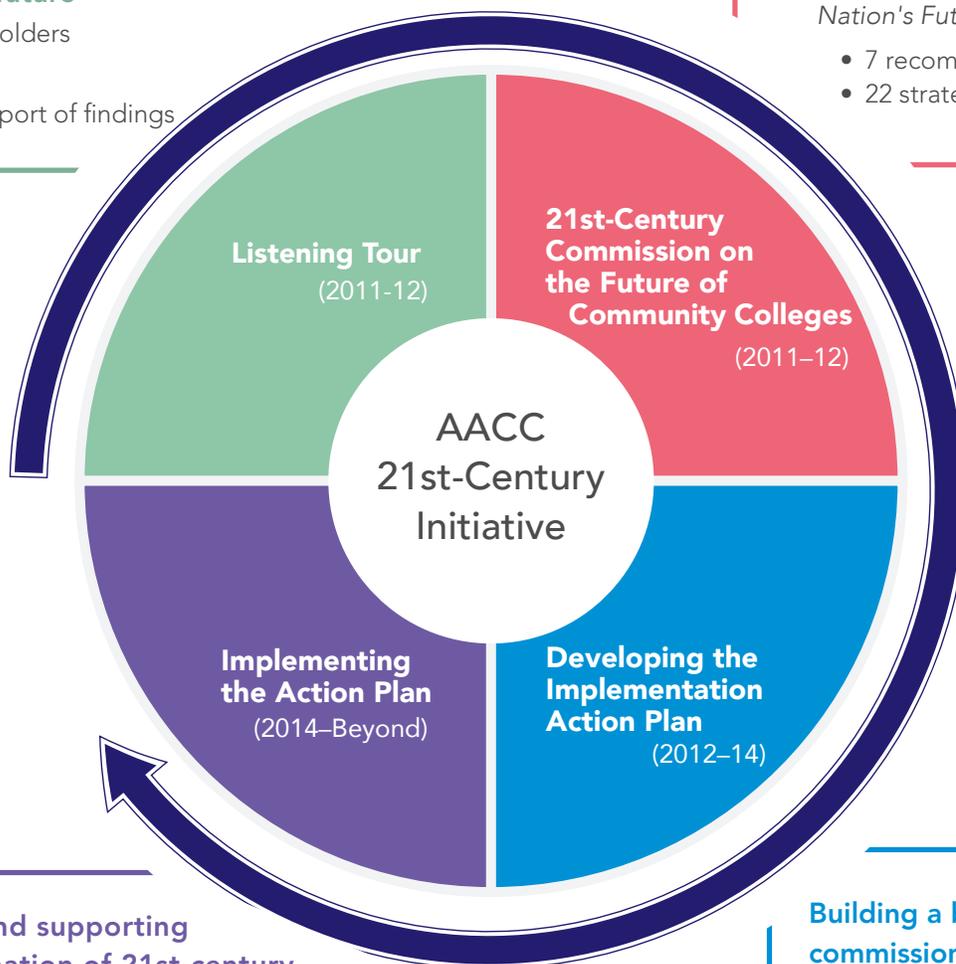
Guiding Development of the AACC 2013-2016 Strategic Plan

Gathered information on student access, accountability, what AACC could do for its members, and big ideas for the future

- 1300 stakeholders
- 10 regions
- Released report of findings

Asked to safeguard the fundamental mission of the community college and to challenge community colleges to imagine a new future

- 38 thought leaders
- Released *Reclaiming the American Dream: Community Colleges and the Nation's Future* Commission Report
 - 7 recommendations
 - 22 strategies



Facilitating and supporting the transformation of 21st-century community colleges

- Release of implementation report
- Establish, showcase, and sustain the AACC 21st-Century Center, a resource to help facilitate the implementation of the 21st-Century Initiative

Building a bridge between the commission recommendations and specific implementation strategies

- 112 community college leaders
- Steering Committee and 9 Implementation Teams
- Development of final implementation report
- **AACC 2013-2016 Strategic Plan**

AACC 2013–2016 Strategic Plan

Building a Nation of Learners by Advancing America's Community Colleges

Vision of AACC's Future – AACC will be a bold leader in creating a nation where all have access to the learning needed to participate productively in their communities and in the economy. Through AACC's leadership, community colleges will increasingly be recognized as the gateway to the American dream – the learning resource needed to sustain America's economic viability and productivity. (Approved by the AACC Board of Directors August 4, 2006)

GOAL 1

Increase the Value of AACC Membership

STRATEGIC OBJECTIVES

1. **Facilitate the implementation** of the 21st-Century Initiative across the nation's community, junior, and technical colleges.
 - Provide advocacy (both legislative and communications), programming, and resources necessary to help colleges refocus the mission and redefine roles to meet 21st-century education and employment needs.*
 - Deliver strategies, programming, and resources designed to actively help colleges increase certificates and degrees by 50% by 2020; reduce by half the number of unprepared students by 2020; and double the number of students who complete developmental education programs.*
 - Support the development of policies and practices that promote rigor, transparency, and accountability for results in community colleges to improve outcomes nationwide.*
2. **Deliver high-quality customer service** to ensure member satisfaction and retention.
3. **Be a visionary organization** that anticipates transformation in higher education, raises member understanding of the evolving landscape, and influences and leads change to benefit community colleges.

GOAL 3

Position AACC as the Preeminent Source for Information Regarding Community Colleges

STRATEGIC OBJECTIVES

1. **Establish, showcase, and sustain** the AACC 21st-Century Center to benefit all community colleges, and fully integrate it with the association's ongoing programming.
2. **Raise the collective impact** of the community college voice.
3. **Use state-of-the-art strategies** and leverage existing and innovative technologies to enhance and increase the level of member and stakeholder engagement.
4. **Generate and maintain currency** and relevance of information, analysis, actionable evidence, and other resources provided by AACC.

GOAL 2

Maximize Resources to Community Colleges

STRATEGIC OBJECTIVES

1. **Advocate from the membership's perspective** and with an awareness of their positions.
2. **Collaborate with philanthropy**, government, and the private sector to drive investment in the nation's community colleges.*
3. **Aggressively pursue critical resources** for institutions and students from the federal government.*
4. **Support legislation and member-driven efforts** to create new incentives for institutions of education and their students to make student success and completion a priority while preserving open access.*
5. **Advocate to minimize the costs** of federal regulation on member institutions.

GOAL 4

Define the Profession and Build Leadership Capacity to Ensure a Successful Future for Community Colleges

STRATEGIC OBJECTIVES

1. **Develop and sustain AACC's Leadership Suite** to provide emerging and seasoned leaders with professional development and renewal opportunities.
2. **Lead efforts to enhance** the quality and grow the quantity of future leaders.
3. **Provide professional development** opportunities to help cultivate and inspire transformational leaders.

* closely aligned with a 21st-Century recommendation