



CCAMD 3-Year Strategic Plan AY 2024 - 2027

Strategic Plan Purpose

The strategic plan goal is to operationalize the mission and vision of CCAMD. The plan is a synthesis of input and recommendations from the CCAMD membership. It is a guiding document that brings focus to the actions of the CCAMD executive board and CCAMD membership by utilizing a multi-year approach. Implementation of a strategic plan is a fluid process, requiring a dedication to a continuous review.

| Theme | Description and Goals | Need Being Addressed |
|-------------------|--|--|
| Data | <p>Create a structure in which CCAMD facilitates the collection of accurate and supportive data.</p> <p><u>Goal 1</u> - Provide professional development to facilitate uniform data collection for all programs; provide a minimum of one professional development session on data collection per year.</p> <p><u>Goal 2</u> - Collect program data by November 15 of each year and publish a fact sheet by the end of January of the following year.</p> <p><u>Goal 3</u> - Collaborate with the California Community College Chancellor’s Office (CCCCO) to improve MIS Data Mart accessibility to demographic information by the end of academic year 2024-25.</p> | <p>Data to show the viability of MESA Programs to stakeholders.</p> |
| Advocacy | <p>Continue to develop and redefine advocacy efforts with external advocacy partners (ex: FACCC, W Strategies).</p> <p><u>Goal 1</u> - Continuing to develop advocacy relationships with legislators and their staff to support budget and MESA student success goals.</p> <p><u>Goal 2</u> - Develop and maintain a strong partnership with CCCC and the Board of Governors to support MESA’s advocacy efforts for STEM equity.</p> <p><u>Goal 3</u> - Empower our MESA Directors to advocate on campus, locally, and statewide by providing annual professional development.</p> | <p>Sustainability of MESA programs to support social justice and STEM equity.</p> |
| Membership | <p>Maintain an engaged membership who feel supported in establishing and administering successful programs.</p> <p><u>Goal 1</u> - Maintain membership at 90%+ of all MESA programs through June 2027.</p> <p><u>Goal 2</u> - Review and update CCAMD bylaws, approved by member vote by December 31, 2024.</p> <p><u>Goal 3</u> - Provide leadership opportunities and professional development to all CCAMD members.</p> <p><u>Goal 4</u> - Develop an engaging online presence, including a modern website and social media, with clear information and compelling marketing. Maintain updated resources to address common member questions and concerns, including the New Member Handbook and events calendar.</p> <p><u>Goal 5</u> - Ensure CCCC provides necessary onboarding, training, and timely communication to meet the needs of our members.</p> <p><u>Goal 6</u> - Revise and finalize CCAMD mission and vision by 2025.</p> | <p>CCAMD Members to receive clear information and feel well-supported in their work.</p> |