

Community College Association of Texas Trustees

Strategic Plan

Momentum 2021



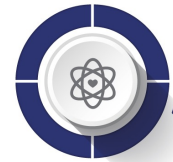
MOMENTUM 2021

- **Purpose**
- **Mission**
- **Vision 2021**
- **Core Values**



MOMENTUM 2021

Core Values



ACCOUNTABILITY



INTEGRITY



TRUST/RESPECT



PARTNERSHIPS



DIVERSITY



LONG-TERM PERSPECTIVE

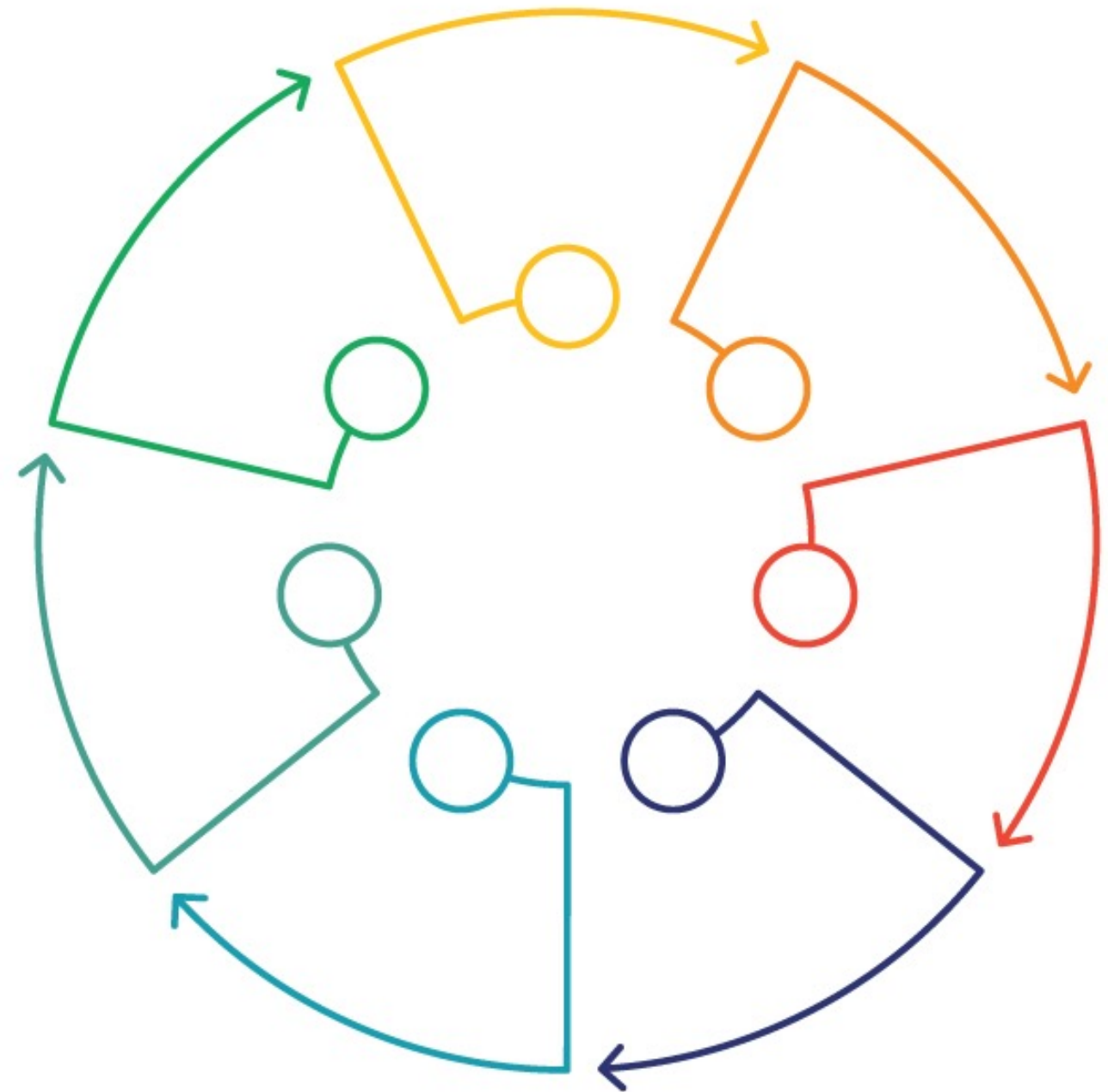


**EXCELLENCE IN
GOVERNANCE**

MOMENTUM 2021

Key Result Areas:

- **ADVOCACY**
- **ENGAGEMENT**
- **EDUCATION**
- **PLAN EXECUTION**
- **TACC & CCATT
RELATIONSHIP**
- **RESOURCES**
- **STAFFING & BOARD
SUCCESSION**



MOMENTUM 2021

ACTION ITEMS:

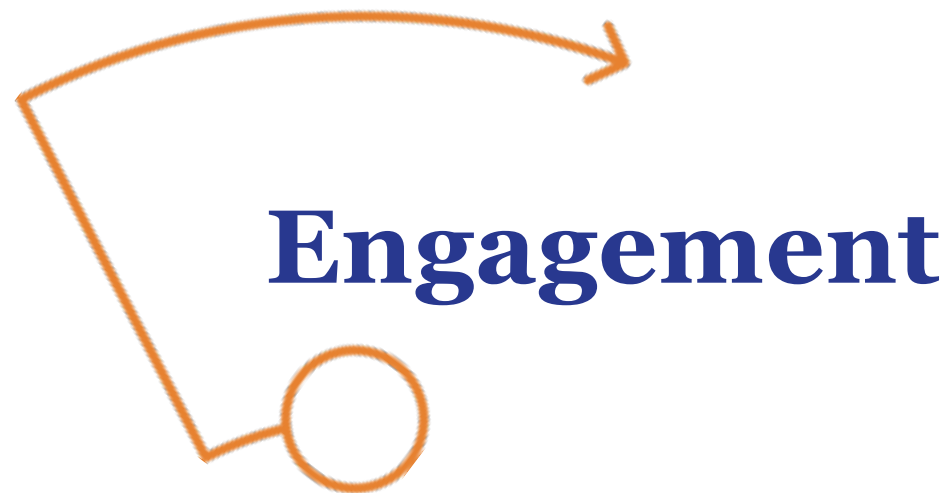
- **Debrief following the 85th Texas Legislative Session**
- **Develop a policy agenda for 2019 and 2021**
- **Hold Joint TACC/CCATT planning sessions**
- **Conduct advocacy workshops**
- **Identify one ambassador for each institution to serve as a communication conduit**



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ACTION ITEMS:

- **Recruit new CCATT Board Members**
- **Create trustee mentor program**
- **Create and maintain an online calendar of events and activities**
- **Create a speakers bureau**
- **Create a social media plan**



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ACTION ITEMS:

- Provide online and in-person professional development
- Update trustee handbook
- Provide new trustee orientation through peer to peer training
- Develop training to address goals of *60x30TX*
- Create a website that serves as a resource for trustees



Education

MOMENTUM 2021

ACTION ITEMS:

- Create a compliance protocol to implement the strategic plan
- Establish a method for regularly updating members on progress on the plan at various regional, statewide, and national meetings
- Review elements of the strategic plan at every board meeting
- Conduct an annual survey of membership



Plan Execution

MOMENTUM 2021

ACTION ITEMS:

- **Identify common goals and interests**
- **Hold joint meetings between organizations to ensure collaboration, open communication, and joint efforts on behalf of community colleges**
- **Define communication channels to ensure continued awareness and coordination of activities and advocacy efforts**



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ACTION ITEMS:

- Define a financial plan and structure with TACC to support and sustain operations
- Develop a budget aligned with CCATT's mission and the goals of the strategic plan
- Develop a funding plan to seek external funding opportunities



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ACTION ITEMS:

- Create continuity of CCATT Board of Directors through succession planning
- Seek interns to help conduct the business of the organization
- Develop a mentoring program for new members of the CCATT Board
- Ensure CCATT has regional representation and enrollment size distribution on the Board



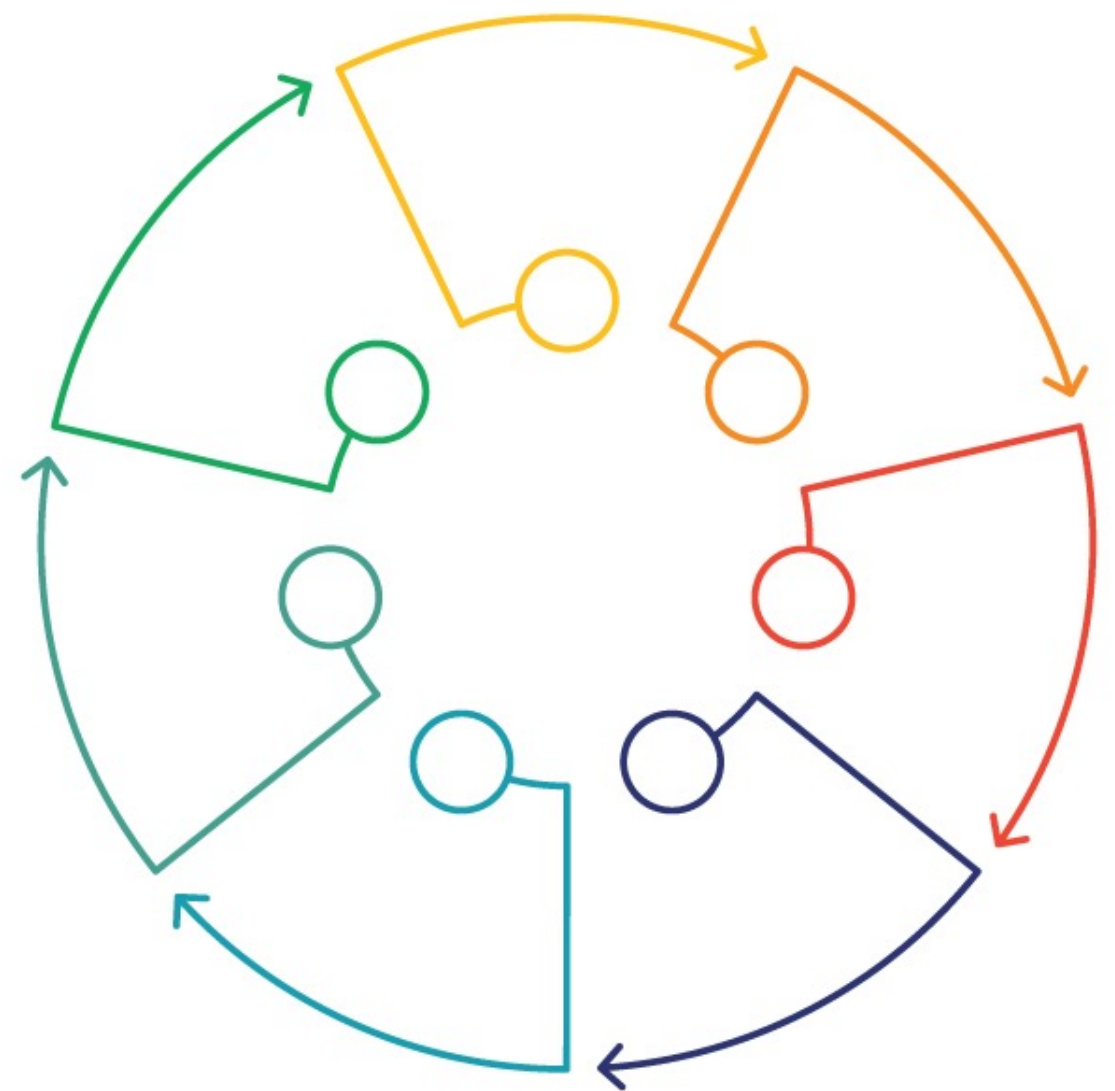
MOMENTUM 2021 DISSEMINATION

Print Documents

Website Postings

Presentations

Social Media



MOMENTUM 2021

- **Living Document**
- **Request for Input**
- **Measures**
- **Success**

