



CCPRO 2013-14 STRATEGIC GOALS

RE ENERGIZE

Lead: Craig Petinak/Sheryl Herchenroeder
Team: Karin Marriott, Aya Abelon, Laura Gropen

Build and maximize value of being a member

Measurement:

Created institutional membership category that allows up to 10 members at \$300 while maintaining department membership (\$175) and individual membership (\$50)

7 districts took advantage of our new institutional membership category

2013-14 membership rose to 163, an increase over 2012-13's membership of 126

New programs/activities offered:

Conversations with:

State Chancellor Brice Harris

CCLC CEO Scott Lay

Jennifer Aries and Peter Anning

Grossmont-Cuyamaca Chancellor Cindy Miles

CCPRO quarterly newsletter

Held 2014 annual conference in Santa Cruz, CA

REINVEST

Lead: Eric Harnish

Team: Anne Krueger, Karin Marriott, Teresa Patterson, Bev Madden, Scott Crow, Ann Garten, Michelle Ma, Sheryl Herchenroeder, Peter Anning

Enhance our organization's profile statewide

Participated in two Affiliates Summit meetings with other statewide community college organizations

Conducted joint CCLC-CCPRO Government Relations Advocacy Workshops

Offer targeted Professional Development opportunities

Conducted pre-conference leadership session with Dr. Darroch Young

Create a resource library on the website

Added section on social media policies on CCPRO website

RECOGNITION

Lead: Tim Leong

Team: Juan Gutierrez, Amber Chiang, Martha Parham, Jennifer Aries, Mark Wallace

Implement the CCPRO scholarship program

Received seven applications and awarded two CCPRO writing scholarships

Increase relationship and involvement of the All Pros

All Pro columns written by:

- Peter Anning
- Mark Wallace
- Rebecca Alarcio
- Susan Herney

Increase involvement/presentations at key events

CCPRO presentations made at:

- 2013 CCCT Annual Conference
- 2013 CCLC Annual Conference
- State Chancellor webinars on Priority Enrollment Tool
- 2014 CCLC Legislative Conference
- 2014 ACCCA Annual Conference