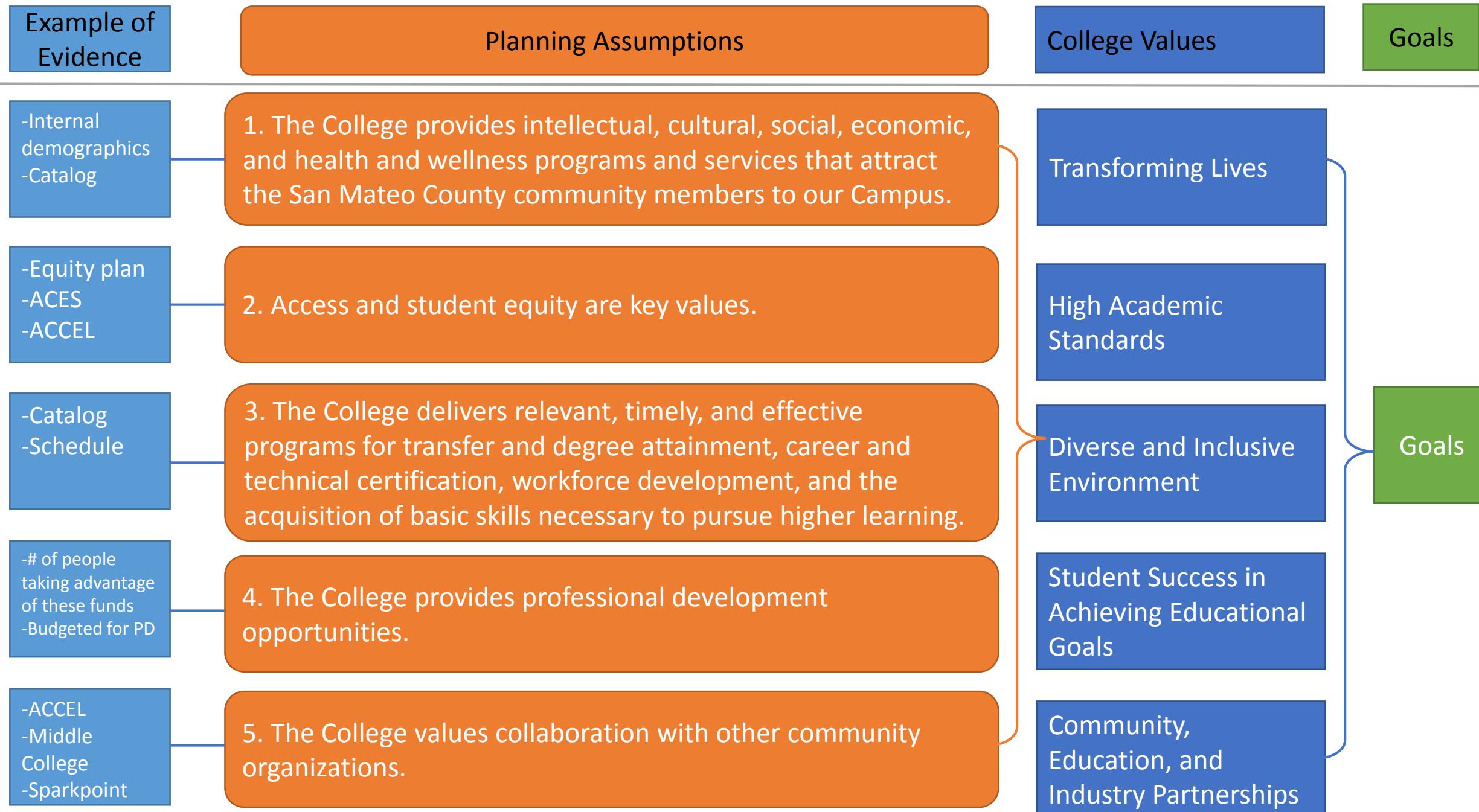
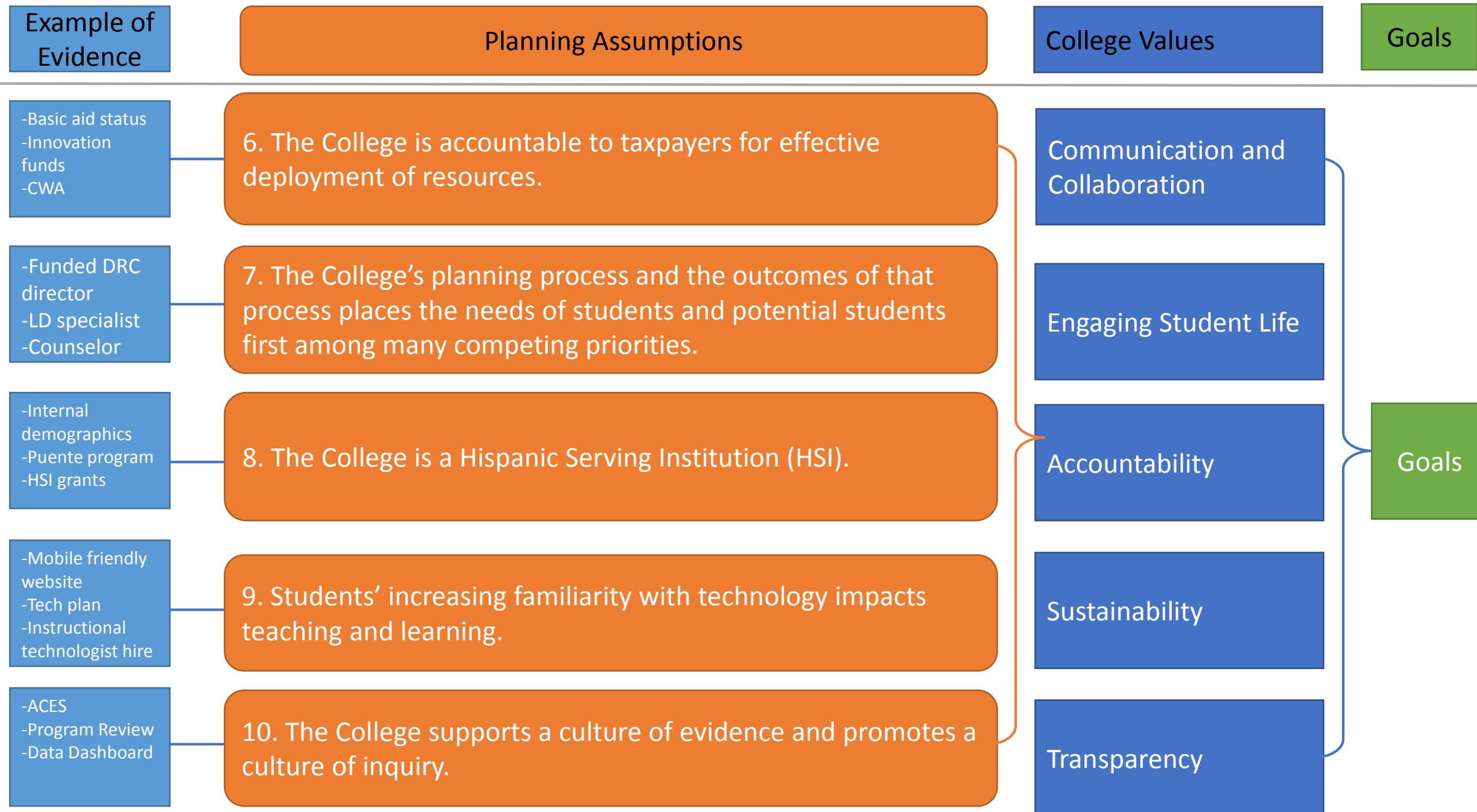


Cañada College Educational Master Plan Public Forum

The Educational Master Plan Team

October 2016





College Values

Goals



Definition and Example

- **Goals**

Goals establish broad directions and do not tend to change over time. In fact, goals can be carried over from one planning cycle to the next with only minor modification. Goals are fundamental issues that the College must address. Goals are desired ends, which are not necessarily attainable or quantifiable.

Example: *"Build an educational environment that fosters passion for education and the leadership and the personal skills necessary for civic engagement and participation."*

"Provide better customer service"

- **Objectives**

Objectives are a means of achieving, or moving toward, a goal. Sometimes called “strategies” or “initiatives,” objectives are measurable and quantifiable. They focus efforts on demonstrable results and provide broad categories for resource allocation. Strong objectives are SMART: Specific, Measureable, Attainable, Realistic, and Time-Based.

Example: *"Reduce the call-back time of customer inquiries and questions to no more than four hours."*

Outcomes of the Public Forums

- The EMP Team will come up with manageable set of goals that reflect our values and represent consensus in the college.
- The EMP Team will share the set of draft goals with the campus and seek feedback in November.

Links

- [Complete this form](#)
- [View the responses here](#)

- [Data sets](#)
- [SWOT](#)
- [Mission, Vision, and Values](#)