Mission
The mission of the President’s office is to lead faculty, staff, and students in creating and maintaining a personalized, student-centered learning environment that supports the College’s goals and the attainment of the institutional SLO’s.

Values
- Student Success
- Excellence
- Integrity
- A Supportive Environment
- Personal and Institutional Accountability

Goals

**Learning and Instruction**
To offer innovative, state-of-the-art, learner centered instruction in all Harbor College programs to promote effective learning.

**Student Support and Services**
To provide a positive and respectful environment that fosters educational and personal achievement.

**Participatory Governance**
To maintain an environment where students and all college personnel have a voice and an opportunity to participate effectively in governance.

**Economic Resources**
To optimize and be accountable for the responsible use of all financial resources.

**Partnerships**
To collaborate with local and global communities and organizations to enhance opportunities that are beneficial to our students, the college, and its mission.

**Institutional Environment and Physical Resources**
To provide and ensure an aesthetically pleasing, safe and healthful environment conducive to learning.

**Human Resources and Development**
To ensure a campus community that values diversity and promotes and encourages a climate of mutual respect, personal and professional growth, effective communication and teamwork.

SLO’s

A student who successfully completes a learning experience at Harbor College will be able to demonstrate:

I. Effective communication skills
II. Critical thinking and problem solving skills
III. Appreciation of cultural diversity, global awareness and aesthetics
IV. Personal, professional and civic responsibility
V. Information management and technological competence

Priorities for 2007-2008 (as previously given to CPC) same for 08-09

1. Increase Advertising/Marketing budget to $50,000 per year
2. Hire full-time technician for the TV Studio for community and college programming
3. Hire Economic and Workforce development Staff person

Issues and Challenges

- Achieving fiscal stability (Goal 4, Strategies 4.1, 4.2, 4.3, 4.4)
- Encouraging innovation in difficult fiscal times within budget constraints (4.3)
- Keeping constituencies working together harmoniously (1.4)
- Increasing outreach to the community (5.1, 5.2)
- Implementing facilities master plan within the escalating construction labor market environment (6.1, 6.2)
- Maintaining a positive public image (7.1, 7.3)
- Fund-raising in a competitive and economically depressed market (5.1, 5.2)
- Implementing planning as an institution-wide practice (3.1, 3.2, 3.3, 3.4, 3.5)
- Enhancing and giving new online degrees

Research/Planning Office Goals

(Goals Served: 1, 2, 3, 4, 5, 6, 7)
(SLO’s Served: II, V)

- Update unit plans annually—under discussion
- Complete an annual internal environmental scan and an external scan every three years
- Review the goals annually—under discussion
- Publish an annual planning and resource guide
- Complete budget analysis annually Moved to VP, Admin.
- Complete efficiency studies annually
- Complete outcomes data annually
- Continue supporting matriculation studies and surveys
Los Angeles Harbor College

- Implementation and support of Prop A/AA Moved to VP, Admin.
- Annually evaluate the 5-year construction and facilities inventory Moved to VP, Admin.
- Monitor space utilization annually Moved to VP, Admin.
- Increase access to/utility of data for college community
- ARCC response
- Data and support for Ed. Master Plan Update
- Develop online survey capability
- Data for Basic Skills
- Serve on DPC, work w/ DRC re. core measures

Public Relations Goals
(Goals Served:  3, 5, 7)
(SLO’s Served: I, III, V)

- Create an image of LAHC that is highly regarded in the community
- Maintain website and electronic sign (should be included in Bond 3)
- Publish newsletters as needed
- Provide graphics art support to the campus
- Bring back marketing and advertising activities
- Write press releases and complete interviews with press as needed
- Publish Annual Report to the community
- Increase press coverage of Harbor College events
- Outreach for celebratory events
  - Groundbreaking
  - Ribbon cutting
  - New Program initiative
- Create enhanced community awareness of LAHC
- Expand the presence and use of Harbor College Television
- Inform community of Proposition A/AA/ J progress
- Market and advertise new online degree programs
- Establish effective website for new online degree program
Los Angeles Harbor College

Foundation Goals
(Goals Served: 1, 2, 4, 5)
(SLO’s served: III, IV)

- Develop guidelines for hiring and evaluating future Executive Directors based on the needs of LAHC Foundation
- Continue Board development and recruitment of community members with proven fund raising skills
- Develop culture of “annual giving”
- Encourage participation in President’s Circle
- Increase donor recognition opportunities
- Publicize “naming opportunities” for new buildings, labs, etc.
- Continue successful annual Athletic Hall of Fame event
- Increase participation in annual Golf Tournament
- Pursue additional funding for scholarships
- Encourage faculty and staff to utilize payroll deductions to support scholarship and book grant programs
- Publicize and encourage use of Gift Annuity program for faculty and staff as they begin to think of retirement
- Continue to inform campus program account holders of status of their accounts
- Manage and re-balance investments for maximum benefit
- Publish 2-3 newsletters a year
- Actively maintain an alumni association and methods to locate alumni
- Oversee laying the bricks in Tribute Plaza and plan an event to dedicate the Plaza

Economic and Workforce Development Goals
(Goals Served: 1, 2, 4, 5)
(SLO’s Served: IV, V)

- Seek external funding through grant writing and partnerships
- Initiate successful corporate training programs
- Administer VTEA Funds, CalWorks and TANF
- Expand program offerings as needed for the community
- Maintain a presence in civic and community organizations
- Job Placement

Staffing Needs for the Cluster (’08/’09)

1. Dean of Institutional Advancement (All goals); to include full-time Public Relations Specialist (3, 5, 7), head of the Foundation, Part-time Alumni Director (4, 5), Research
2. Full-time Technician for the TV studio for community and college programming (3, 5, 7)
3. Economic and Workforce Development Staff Person (title TBD) (4, 5)