

Operational Plan

2002-2007



December 2001

Operational Plan Strategies and Actions

RRC's Strategic Plan has been specified into an Operational Plan identifying key measures, strategies and actions. The following pages provide the details.

PC	President's Council	RP	Research and Planning	AATE	Aboriginal & Teacher Education
SAC	Senior Academic Committee	HRS	Human Resource Services	CTO	Chief Technology Officer
VP, PTD	Vice-President, Partnership, Training & Development	M&PR	Marketing and Public Relations	PCD	Program and Curriculum Development
CLR	Curriculum & Learning Resources	SS	Student Services	Dev	Development

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
1.0	DELIVER HIGH QUALITY PROGRAMS AND SERVICES THAT FOCUS ON THE CUSTOMER.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> Customers, business, government, labour and citizens consistently express high satisfaction with the quality of programs and services. Employers express high satisfaction with the preparedness of the graduates. Programs meet national standards of relevant accrediting bodies, professional and technical associations or inter-provincial curriculum committees and accreditation is maintained for all programs where an appropriate accrediting agency exists. Programs develop and maintain credit transfer and articulation arrangements with appropriate university programs. 							
	1.1 Develop and adopt a set of college-wide learning outcomes for use by all programs, and develop all newly funded programs in learning outcomes format.	<ul style="list-style-type: none"> Identify, define and develop relevant assessment strategies for College learning outcomes. Integrate learning outcomes into existing programs. Integrate learning outcomes into all new programs. 	VP Academic Dir. CLR	X	X			
			VP Academic Dir. CLR	X	X	X	X	X
			VP Academic Dir. CLR	X	X	X	X	X
	1.2 Seek national or professional recognition and accreditation in all academic programs where appropriate standards exist.	<ul style="list-style-type: none"> Each program to identify the appropriate accrediting body or standards setting organization(s). Each program to develop an accreditation or re-accreditation plan as appropriate. 	Deans & Directors and Chairs	X	X			
			Deans	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Where national or international standards exist, the program will evaluate their curricula to ensure alignment with these standards. 	Chairs / Directors	X	X			
	1.3 Ensure that curriculum is relevant and meets business, industry and community needs.	<ul style="list-style-type: none"> Apply DACUM procedures when developing all new full-time programming. 	VP Academic Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop an inclusive learning environment model and implementation strategy utilizing pilot, assessment and review process. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Implement a curriculum validation process, which reviews all curricula for relevancy at least once every 5 years or upon major revision. 	VP Academic Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop a systematic process for the recording of curriculum. 	VP Academic Dir. CLR	X	X	X		
		<ul style="list-style-type: none"> Establish strategies to ensure an inclusive curriculum, including a model and implementation strategy utilizing pilot, assessment and review processes. 	SAC Dean, SS Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Establish strategies to ensure curricula are inclusive of Aboriginal perspectives, values and world-views. 	Dean, AATE	X	X	X	X	X
		<ul style="list-style-type: none"> Establish strategies to support initiatives in the development of technologically mediated curriculum and the application of new learning technologies and methods. 	VP Academic VP, PTD Dir. CLR	X	X	X	X	X
		1.4 Adopt and integrate the philosophy, concepts and principles of continuous quality improvement into the College program and service delivery systems.	<ul style="list-style-type: none"> Develop a continuous improvement plan for the College. 	Dir. RP	X	X		

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> • Create data collection, warehousing and reporting processes to ensure timely distribution of data and management information. 	CTO / Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop annual continuous improvement processes, which provide for input from key constituencies. 	Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop program and service quality standards, measures and a process to benchmark & monitor achievement. 	Dean, SS / Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> • Establish a quality management-training program that addresses quality improvement and customer service strategies college-wide. 	HRS / Dir. RP / Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop and implement customer satisfaction programs throughout the College. 	Dir. RP / Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> • Provide independent operational assessments. 	Dir. RP	X	X	X	X	X
	1.5 Enhance library and media services to increase program delivery support and student learning.	<ul style="list-style-type: none"> • Develop a quality collection of information in all formats and, in an appropriate balance to meet the needs of faculty and students. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> • Increase College access to information resources through networks, Internet and cooperative arrangements. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop an open access Learning Commons that includes a range of multi-media hardware and software. 	Dir. CLR		X	X	X	X
		<ul style="list-style-type: none"> • Provide audio/visual technology needs for all instructional areas. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> • Improve and expand the provision of library services. 	Dir. CLR	X	X	X	X	X

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				2002-03	2003-04	2004-05	2005-06	2006-07
1.6 Streamline programs and service delivery.		<ul style="list-style-type: none"> Review the 1998 Cini-Little consultant's report on the food services operation with the College Hospitality Department to establish an implementation strategy that achieves mutual purposes. 	VP, Admin & Dean, B&AA.	X	X	X	X	X
		<ul style="list-style-type: none"> Conduct a series of workshops and information sessions for staff on the programs and services available through the various departments within Administrative Affairs. 	VP, Admin	X	X	X	X	X
		<ul style="list-style-type: none"> Conduct surveys and focus group sessions to determine effectiveness of services provided. 	VP, Admin	X	X	X	X	X
1.7 Develop capability to undertake applied research on a cost-recovery basis.		<ul style="list-style-type: none"> Seek eligibility status for RRC for National Science and Engineering Research Council grants 	VP Academic Dir. RP	X				
		<ul style="list-style-type: none"> Include applied research projects as part of academic programs where appropriate. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Develop research protocols. 	VP Academic	X	X			
		<ul style="list-style-type: none"> Develop an intellectual property rights policy. 	VP Academic, Dir. CLR, Dir. RP	X	X			
		<ul style="list-style-type: none"> Develop comprehensive research policies and procedures. 	Dir. RP	X	X			
		<ul style="list-style-type: none"> Explore the potential and strategy to develop an applied research office. 	VP Academic	X	X			
		<ul style="list-style-type: none"> Pilot applied research in the form of a Centre for Applied Research in sustainable infrastructure. 	VP Academic	X				
		<ul style="list-style-type: none"> Pilot applied research in the form of a Bio Sciences Research Laboratory. 	VP Academic	X	X			

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				2002-03	2003-04	2004-05	2005-06	2006-07
1.8	Enhance the College facilities to support friendly and efficient customer service.	<ul style="list-style-type: none"> Relocate all admissions and student support services for student convenience and accessibility. 	VP, Admin. & Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Pursue the development of a College Centre that includes the development of the front entrance and accommodation for a Student Administrative Services Centre, the Library Learning Centre, a Student Association Centre, cafeterias and other student-focused services. 	VP, Admin & Dean, SS, Students Assoc. & CLR				X	X
		<ul style="list-style-type: none"> Pursue the development of a short-term (backfill construction) plan at the Notre Dame Campus. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Pursue the development of a long-term Campus Plan. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Pursue the development of increasing parking at the Notre Dame Campus. 	VP, Admin.	X	X	X		
		<ul style="list-style-type: none"> Develop a plan for the provision of administrative services for Stevenson. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> Review signage at the Notre Dame Campus to improve ease of understanding and access. 	VP, Admin.	X	X	X		
		<ul style="list-style-type: none"> Centralize all enrolment services and student support services for student convenience and accessibility. 	Dean, SS	X	X			
		<ul style="list-style-type: none"> Review the progress of the College Centre in conjunction with the Student Association to determine and develop an interim plan. 	Dean, SS VP, Admin. Students Assoc., Dir. CLR	X	X			

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Establish strategies to provide a physical environment conducive to student success at the Notre Dame Campus, such as multi-cultural centre, study and lounge space, tutoring. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Review the appropriateness of incorporating Customer Relationship Management (CRM) into RRC's strategy, operations and relationships. 	Dean, SS Dir. RP	X	X			
		<ul style="list-style-type: none"> Review all direct client service areas of the College with a view to renovating these areas to make them more customer friendly and service efficient. 	VP, Admin Dir. CLR (Library) Dean, SS	X	X	X	X	X
	1.9 Develop and implement new means to adapt programs to the growing global marketplace.	<ul style="list-style-type: none"> Develop a strategy to grant applied degrees, including advocacy for the required legislative changes. 	VP Academic	X	X			
		<ul style="list-style-type: none"> Designate and develop a program area for applied degree status. 	VP Academic	X	X	X	X	
		<ul style="list-style-type: none"> Review all programs for the appropriateness of applied degree status. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Prepare a plan for continuing research and development for new educational programs and products. 	VP Academic	X	X			
		<ul style="list-style-type: none"> Develop new educational programs and products in areas of emerging high technology on a priority basis. 	VP Academic Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement strategies to ensure all new programs include recognition of a global economy and the workplace as pluralistic and diverse. 	SAC Dean, SS	X	X	X	X	X

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Establish and implement strategies to include diversity, inclusiveness and a respectful environment as a component of all student success initiatives. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Provide leadership and support for the implementation of an inclusive learning environment to ensure students are able to work effectively in a global environment and a diverse workplace. 	Dean, SS	X	X	X	X	X
	1.10 Develop, implement and continuously review a comprehensive Academic Program expansion and Division adaptation Plan.	<ul style="list-style-type: none"> Review and continuously update the RRC academic program expansion strategy. 	VP Academic Dir. RP	X	X	X		
		<ul style="list-style-type: none"> Prepare a Learning Portfolio Change Management Strategy. 	VP Academic Dir. RP	X				
	1.11 Enhance the quality control of program delivery.	<ul style="list-style-type: none"> Establish strategies to provide uniform support to faculty in developing and delivering courses and programs. 	VP Academic Dir. HRS Dir. CLR	X	X			
		<ul style="list-style-type: none"> Establish strategies to develop and communicate uniform expectations for course delivery, e.g., course outlines, lesson plans, instructional methodologies, etc. 	VP Academic Dir. HRS Dir. CLR	X	X			
		<ul style="list-style-type: none"> Review and establish a revised student evaluation of instructor system (in an electronic format). 	VP Academic Dir. HRS, Dir. CLR, Dir. RP, Dean, SS	X	X			
2.0	INCREASE STUDENT SUCCESS.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> Graduate employment is high. Level of enrolments, retention, persistence and graduation are high. 							
	2.1 Champion students to new levels of intellectual and personal achievement.	<ul style="list-style-type: none"> Develop strategies to assist students through a student advising system. Ref. 2.4 	Dean, SS SAC	X	X	X	X	X

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Develop strategies to facilitate the transition to College life. Ref. 2.4 	Dean, SS SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Assist in the removal of financial barriers to college education. 	Dean, SS Dir. Dev.	X	X	X	X	X
		<ul style="list-style-type: none"> Establish strategies to support students with a variety of personal, cultural, academic, vocational and socio-economic challenges. 	Dean, SS SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Review and enhance the array of opportunities for students to access information regarding the College and its programs including on-line and print materials, career exploration workshops and seminars, and other orientation activities. 	Dean, SS	X	X			
		<ul style="list-style-type: none"> Establish systematic techniques to understand student needs, issues and priorities. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Establish a strategy to work towards a comprehensive Learning Assistance Centre. 	Dean, SS	X	X			
	2.2 Develop and implement pre-enrolment activities.	<ul style="list-style-type: none"> Develop an improved "first point of contact" information service, including a call centre service, if feasible, and an inquiry follow-up system. 	Dean, SS	X	X			
		<ul style="list-style-type: none"> Continue proactively to work towards achieving a representative student population that reflects the diversity of the community served. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Continue to develop strong links with high school counselors and students and implement a strategy to access teachers. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Develop an educational advising process to help students make appropriate program choices. 	Dean, SS	X	X			

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				2002-03	2003-04	2004-05	2005-06	2006-07
	2.3 Implement a corporate system that is client focused and provides necessary student information from the point of student inquiry through to alumni status.	<ul style="list-style-type: none"> Conduct an audit of student information processes and continue to develop the SIS to include e-commerce, web-enabled services such as admissions, registration, advising, financial aid, billing, payment, access to records and job placement. Ref. 6.2 and 6.4 	Dean, SS & CTO	X	X	X		
	2.4 Develop a comprehensive approach to increase student retention and success.	<ul style="list-style-type: none"> Develop longitudinal statistical reporting on student retention, persistence and attrition for each program. 	Dir. RP	X	X			
		<ul style="list-style-type: none"> Involve faculty, Student Services staff, students and program advisory committees in the development of student success strategies at the College wide and program level. 	VP Academic VP, PTD Dean, SS	X	X			
		<ul style="list-style-type: none"> Measure and report on student success on an annual basis. 	VP Academic VP, PTD Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Develop strategies to implement curricula that are reflective of the diverse and evolving needs of Aboriginal students and communities. 	Dean, AATE	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement a diversity research program. 	Dean, SS Dir. RP	X	X	x	X	X
		<ul style="list-style-type: none"> Establish and implement an array of communication methods for the value of inclusion and diversity. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Measure and report on the progress of the diversity initiative. 	Dean, SS Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement strategies and activities that support diversity and create learning environments to increase student success. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Enhance tutoring & counseling services. 	Dean, SS	X	X	X	X	X

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Participate in the development and delivery of a comprehensive student orientation which includes an overview of the student services available. 	Dean, SS	X	X			
		<ul style="list-style-type: none"> Establish connections with student service units at Winnipeg universities to support joint programming students. 	Dean, SS	X	X	X		
	2.5 Establish a comprehensive career counseling and job placement service at the College.	<ul style="list-style-type: none"> Develop and implement strategies with business and industry to support recruitment and employment of college graduates. 	Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement a plan to enhance placement services of the College. 	Dean, SS	X	X	X		
		<ul style="list-style-type: none"> Develop and implement a career counseling service. 	Dean, SS	X	X	X	X	X
3.0	INCREASE PROGRAM OFFERINGS AND ENSURE THAT PROGRAMS AND THE MIX OF PROGRAMMING RESPONDS TO THE DIVERSE AND CHANGING NEEDS OF MANITOBANS AND THE WORKPLACE.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> The number of programs and number of students grow at Red River College. Applicants and students are satisfied with the range of programs available. Employers are satisfied that program offerings meet the needs of the workplace. Graduates experience success. 							
	3.1 Develop and deliver new programs to meet emerging labour market demand as outlined in the Growth Strategy.	<ul style="list-style-type: none"> Develop and implement methodologies to capture, document and transmit critical economic, technological and market trends. 	Dir. RP	X	X			
		<ul style="list-style-type: none"> Acquire labour market information and analyze on a regular and ongoing basis. 	Deans / Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> Develop a college-wide strategy for the development and delivery of contract training. 	VP, PTD	X	X			

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Develop programming for delivery in multiple modes and in the profit, cost-recovery and subsidized formats. 	SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Develop collaborative programs with colleges, universities and other partners, both locally and internationally. 	VP Academic & VP, PTD	X	X	X	X	X
		<ul style="list-style-type: none"> Include strategies for using technology in the delivery of new programs. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop accelerated and advanced program models to meet the needs of students with post-secondary or equivalent backgrounds. 	VP Academic & VP, PTD	X	X	X	X	X
		<ul style="list-style-type: none"> Establish joint programming initiatives with secondary schools. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Assess the facilities and resources of the College to determine program capacity. 	VP, Admin.	X				
	3.2 Increase, reduce or eliminate career programs and apprenticeship to meet labour force requirements.	<ul style="list-style-type: none"> Strategically review career-programming requirements on an annual basis as part of the budget exercise. 	SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Increase capacity to accommodate growth in apprenticeships. 	SAC	X	X	X		
		<ul style="list-style-type: none"> Increase capacity in selected programs to meet labour market demands and reduce wait lists. 	SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Develop models of delivery to increase the participation of Aboriginal peoples. 	SAC Dean, AATE	X	X	X	X	X
		<ul style="list-style-type: none"> Reduce capacity in selected programs where long term labour market need is waning and move resources to higher priority programming. 	SAC	X	X	X	X	X

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3.3	Develop and implement a comprehensive distributed learning framework.	<ul style="list-style-type: none"> Establish strategies to advance the introduction and integration of educational technologies and the development of coursewares. 	VP Academic Dir. CLR	X	X	X		
		<ul style="list-style-type: none"> Review program areas for on-line delivery as a complement to classroom, site-based delivery. 	Deans and Chairs	X	X	X	X	X
3.4	Develop, broker and deliver a comprehensive selection of distance / distributed learning programs.	<ul style="list-style-type: none"> Develop and deliver new programs and courses through distance and distributed learning strategies. 	VP, PTD VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Increase the range and nature of distance education program. 	VP, PTD VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Increase anytime, anywhere, anyplace access to RRC programming. 	VP, PTD VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Develop strategies to increase the number of programs delivered on-line. 	VP, PTD VP Academic	X	X	X	X	X
3.5	Identify and advance future applications and new models of emerging ICT applied education delivery systems for distance and distributed e-learning.	<ul style="list-style-type: none"> Research and identify new and emerging e-learning technologies and models. 	VP, PTD	X	X	X		
		<ul style="list-style-type: none"> Develop distance / distributed learning models to increase student success. 	VP, PTD	X	X	X		
3.6	Expand collaborative efforts in advancing opportunities for off-campus learning for the citizens of Manitoba.	<ul style="list-style-type: none"> Collaborate with other e-learning service providers to broker and deliver post-secondary education. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Collaborate with the development and implementation of Campus Manitoba. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Expand delivery through contract training to external agencies that are unable to have staff attend full-time programming and/or on-campus. 	VP, PTD	X	X			

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	3.7 Integrate the use of distributed learning technologies into program delivery.	<ul style="list-style-type: none"> Integrate distance / distributed learning into the College's overall academic programming. 	VP, PTD VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Enhance the quality control of e-learning program delivery. 	VP, PTD VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Ensure programs are developed and revised in multiple delivery formats. 	VP, PTD VP Academic	X	X	X	X	X
	3.8 Develop a plan for a virtual campus.	<ul style="list-style-type: none"> Establish a strategy to achieve the infrastructure to support a virtual campus. 	VP, PTD VP Academic	X	X			
		<ul style="list-style-type: none"> Establish a strategy to market RRC's Virtual Campus. 	VP, PTD VP Academic	X	X			
		<ul style="list-style-type: none"> Develop a strategy to be a 24/7 e-learning provider. 	VP, PTD VP Academic	X	X			
		<ul style="list-style-type: none"> Establish a strategy to ensure that the developed curricula are appropriate for a global market. 	VP, PTD VP Academic	X	X			
	3.9 Develop a distributed learning strategy to support student success.	<ul style="list-style-type: none"> Provide students with flexible options for completing day programs. 	VP, PTD VP Academic Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Establish methods for on-line pre-entry and exit programs. 	VP, PTD VP Academic Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Provide on-line support service. 	VP, PTD VP Academic Dean, SS	X	X	X	X	X

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4.0	PROVIDE OPTIMAL ACCESSIBILITY TO PROGRAMS AND SERVICES.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> • The diversity of the student population is reflective of the community that Red River College serves. • Students can access their program of first choice. • Students are satisfied with access to support services. • The community is satisfied that Red River College is a barrier-free educational institution. 							
4.1	Develop a strategy to address cross-cultural access issues within the College.	<ul style="list-style-type: none"> • Establish and implement strategies to ensure an inclusive curriculum. Ref. 1.3 	SAC Dean, SS Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> • Increase/develop/maintain partnerships with organizations representing Aboriginal groups, multicultural groups and people with disabilities. 	VP Academic VP, PTD Dean, AATE Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop training and professional development for college staff in Aboriginal cultural knowledge, awareness, sensitivity and competencies. 	Dean, AATE	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop training and professional development for students and all college staff in diversity and inclusiveness. Ref. 5.1 	Dean, SS Dir. HR	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop and implement a communication strategy to promote the Student and Community Advisor as a source of expertise and support on diversity and inclusive initiatives for staff, prospective and current students and departments. 	Dean, SS	X	X			
4.2	Ensure barrier-free access to academic programs.	<ul style="list-style-type: none"> • Identify the causes of applicant rejection within the academic screening process and offer ongoing developmental and remedial programming to assist applicants in meeting entrance requirements. Ref. 2.1 	VP Academic VP, PTD	X	X	X	X	X

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				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Assess program admission requirements to ensure inappropriate barriers are removed. 	VP Academic & Dean, SS	X	X			
		<ul style="list-style-type: none"> Develop strategies, e.g., bridging courses, to reduce academic barriers to college admission. 	SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Develop a five-year plan for the expansion of the number of programs for which PLA can be applied. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Work with Departments and programs to recognize foreign credentials. 	Dean, SS	X	X	X	X	X
	4.3 Ensure that College facilities accommodate and ease access to programs and services.	<ul style="list-style-type: none"> Develop appropriate strategies that work to ensure that persons with disabilities have access to all programs, services and resources at all college facilities by conducting regular reviews of current, new and renovated buildings. Ref. 7.3 	VP, Admin. Dean, SS	X	X	X	X	X
	4.4 Expand delivery to Manitobans who are unable to attend full-time programming and/or the main campus in Winnipeg.	<ul style="list-style-type: none"> Increase programming options, delivery formats and enrolments through alternative delivery strategies. 	SAC	X	X	X		
		<ul style="list-style-type: none"> Expand the use of technology to increase access to college programs and services. 	VP Academic VP, PTD,	X	X	X	X	X
		<ul style="list-style-type: none"> Increase community based delivery in Aboriginal communities. 	Dean, AATE	X	X	X	X	X
		<ul style="list-style-type: none"> Investigate registration and tuition fee assessment by course instead of by program to increase access to college programs and promote flexibility. 	VP Academic, VP, PTD, & Dean, SS	X	X			
		<ul style="list-style-type: none"> Develop and deliver student support services to meet the needs of students at all sites. 	Dean, SS	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
5.0	RECOGNIZE, STRENGTHEN AND REWARD THE CAPABILITIES AND CONTRIBUTIONS OF EMPLOYEES, AND SUPPORT A RESPECTFUL COLLEGE ENVIRONMENT.							
<p>Key Measures:</p> <ul style="list-style-type: none"> Organizational health and wellness measures are high and consistently improve. Clients express high levels of satisfaction on surveys. Faculty and staff turnover is low. 								
5.1	Re-engineer the Human Resources Department to become a comprehensive employee and corporate service department.	<ul style="list-style-type: none"> Develop and implement a Human Resource Planning model including succession planning to provide both a corporate and program planning capability with respect to future human resource requirements. Review recruitment policies and practices and revise as appropriate to ensure a strong workforce. Develop and implement a comprehensive employee development program and establish appropriate funding to support it. Review employee benefit programs. Increase diversity of College faculty and staff incorporating employment equity practices. Establish comprehensive human resource policies and procedures. 	Dir. HRS	X	X			
			Dir. HRS	X	X			
			Dir. HRS	X	X	X	X	X
			Dir. HRS	X	X			
			Dir. HRS	X	X	X	X	
			Dir. HRS	X	X	X	X	X
5.2	Develop the capabilities of the new Human Resource Management Information (HRMI) system to support human resource planning and management.	<ul style="list-style-type: none"> Implement phase two of implementation of the new HRMI system and commence conversion to on-line access for a number of areas of the College. Expand utilization of the new HRMI system to provide timely quality management information and administrative services. 	Dir. HRS	X	X	X	X	X
			Dir. HRS	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Provide managers with training in managing under a collective agreement. 	Dir. HRS	X	X	X	X	X
	5.3 Support a respectful and stimulating College environment.	<ul style="list-style-type: none"> Develop and implement an effective Performance Management and Appraisal System to include current job descriptions, regular and meaningful performance evaluations, and appropriate methods of recognizing and rewarding employee contributions to excellence. 	Dir. HRS	X	X	X	X	X
		<ul style="list-style-type: none"> Develop policies and procedures to support the management of individual illness and injury claims in consideration of the intent of the Workers' Compensation Act, Employees Assistance Program, Long Term Disability and Modified Return to Work Policy. 	Dir. HRS	X	X			
		<ul style="list-style-type: none"> Review current wellness activities with the intent of developing an integrated plan for the delivery of wellness services. 	Dir. HRS & Dean, SS	X	X	X		
		<ul style="list-style-type: none"> Conduct a Well-Being in the Workplace through Healthy Organizations Project in conjunction with the College Climate and Culture Committee. 	Dir. RP / Dir. HRS	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
6.0	INTEGRATE INFORMATION TECHNOLOGY IN THE DELIVERY, OPERATION AND MANAGEMENT OF ALL COLLEGE PROGRAMS AND SERVICES.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> Students, graduates, and employers express satisfaction with the degree of technology training incorporated within the academic programs. Stakeholders express satisfaction with the degree to which technology is integrated within the administrative operations of the College. Stakeholders express satisfaction with the ability to access necessary information and communication tools. 							
	6.1 Increase the extent to which technology is incorporated within the academic delivery process.	<ul style="list-style-type: none"> Expand the Teaching Learning Technology Centre with appropriate staffing, hardware and software to assist faculty in exploring and developing alternative means for delivering instruction and enhancing educational experiences using information technology. 	Dir. CLR	X	X	X		
		<ul style="list-style-type: none"> Implement a team-based approach to the development of course/portions of courses in alternate delivery formats. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Deliver training to faculty in the use and application of information technology. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Establish a mechanism to support employee access to or acquisition of hardware and software. 	Dir. CLR	X	X	X		
	6.2 Increase the range of programs and services available on an e-commerce, e-business, and e-learning basis.	<ul style="list-style-type: none"> Assess the opportunities and impacts of adopting e-business delivery methodologies. 	PC	X	X			
		<ul style="list-style-type: none"> Establish a strategy to incorporate e-business and e-commerce techniques into the delivery of services. Ref. 2.3 	PC	X	X			
		<ul style="list-style-type: none"> Establish a strategy to provide the appropriate infrastructure for e-learning. 	PC	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
	6.3 Maintain a primary, reliable College communication system.	<ul style="list-style-type: none"> Implement and maintain a strategy to move to electronic communication as its primary method of internal information dissemination. 	CTO	X	X	X	X	X
	6.4 Optimize the use of technology to improve administrative operations of the College.	<ul style="list-style-type: none"> Implement a corporate information system. 	CTO	X	X	X	X	
		<ul style="list-style-type: none"> Conduct and evaluate a gap analysis of existing corporate systems with the current and future needs of the College. Ref. 2.3 	CTO	X	X			
		<ul style="list-style-type: none"> Purchase or develop the required software, hardware, training and installation for the new corporate system. 	CTO	X	X	X		
		<ul style="list-style-type: none"> Provide readily available technical and program support to meet staff and students needs. 	CTO	X	X	X	X	X
	6.5 Implement a plan to fund technology replacement /addition.	<ul style="list-style-type: none"> Implement and improve a plan to add/replace/upgrade technology. 	CTO	X	X			
		<ul style="list-style-type: none"> Instructors, students and corporate computer users will have access to adequate computing power convenient to their needs. 	CTO	X	X	X	X	X
	6.6 Annually review information technology.	<ul style="list-style-type: none"> Annually review information technology. 	CTO	X				
		<ul style="list-style-type: none"> Establish performance indicators. 	Dir. RP	X	X			
		<ul style="list-style-type: none"> Compare performance indicators with other institutions. 	CTO / Dir. RP	X				

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
7.0	PROVIDE A SAFE AND WELL-MAINTAINED ENVIRONMENT FOR WORKING AND LEARNING.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> • Staff and students are satisfied that the workplace environment is safe and physically well maintained. • Results of facility audits indicate progress in facility renewal. • Workplace health, safety, and security audits indicate favorable results. 							
7.1	Develop a multi-year facilities development plan that enables continual adaptation, renewal and expansion of College facilities.	<ul style="list-style-type: none"> • Pursue implementation of Millennium project. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> • Conduct a facility utilization study. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> • Annually review the operational state of major facilities and equipment. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> • Develop a multi-year plan that addresses the deferred maintenance problem and ensures annual investment on the renewal of physical infrastructure, including program support equipment renewal. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> • Develop a cost-effective preventative maintenance program for equipment. Establish a function to collect and input data. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> • Develop a budget to maintain and replace program support equipment. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> • Pursue additional funding for annual maintenance renewal. 	VP, Admin.	X				
		<ul style="list-style-type: none"> • Establish a 10-year plan to replace, acquire and dispose of classroom and other common area furniture. 	VP, Admin.	X	X	X	X	X
7.2	Develop a partnership between RRC, MGS, and COPSE to address facility maintenance issues of the College.	<ul style="list-style-type: none"> • Finalize lease with MGS. 	VP, Admin.	X				
		<ul style="list-style-type: none"> • Develop strategies for additional funding. 	VP, Admin.	X				

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Initiate an Energy Management program in which energy savings can be invested in building system upgrades. 	VP, Admin.	X	X	X		
	7.3 Develop facilities to provide mobility free access to the physically challenged.	<ul style="list-style-type: none"> Environmental Health and Safety, Facilities and the Educational Support Centre will work in collaboration to identify a comprehensive list of mobility free access requirements. 	VP, Admin.	X	X			
	7.4 Ensure the plans, design and development of the Princess Street Campus meet the educational requirements of RRC.	<ul style="list-style-type: none"> Complete the educational plan. 	VP Academic	X	X			
		<ul style="list-style-type: none"> Work with MGS, the Developer and other partners to ensure the appropriate design and development of the new Campus. 	VP, Admin. VP Academic	X	X			
		<ul style="list-style-type: none"> Review the implications of the new Campus for the Notre Dame Campus. 	VP, Admin. VP Academic	X	X			
		<ul style="list-style-type: none"> Develop a plan for Administrative Services at the Princess Street Campus. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> Develop a strategy and logistics for the occupancy of the new Campus. 	VP, Admin. VP Academic	X	X			
	7.5 Make Workplace Safety and Health issues a priority in facility development and maintenance.	<ul style="list-style-type: none"> Conduct a campus wide security audit and develop a multi-year plan to address recommendations. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Conduct regular campus safety investigations and thorough accident inspections on all incidents and accidents. 	VP, Admin.		X		X	
		<ul style="list-style-type: none"> Place a high priority on health and safety projects for Miscellaneous Minor funding. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement a certified safety management process based on internal departmental responsibility and continuous improvement. 	VP, Admin.	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Develop a process to ensure compliance with Workplace Safety and Health regulation for all renovation projects coordinated between RRC, MGS and private contractors. Expand computer-based platform for the delivery of safety training programs. 	VP, Admin.	X	X	X		
			VP, Admin.	X	X			
8.0	CONTINUE THE COLLEGE'S PARTICIPATION IN GLOBAL EDUCATION.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> The numbers of international students increase. The number of international staff and student exchanges increase. The number of Red River College programs and services exported to the international market increase. 							
	8.1	Develop a global orientation within Red River College programs and services.	<ul style="list-style-type: none"> Provide for international student and staff exchanges. Develop international work placements for students. Ensure that curricula are relevant to the realities of a global marketplace. 	VP, PTD	X	X		
				VP, PTD	X	X		
				SAC	X	X		
	8.2	Enhance global access to college programs.	<ul style="list-style-type: none"> Deliver joint venture training initiatives in selected international markets. Develop Internet delivery capability for college programs. Explore visa access strategies with relevant posts abroad. 	VP, PTD	X	X	X	X
				SAC	X	X	X	
				VP, PTD	X			
	8.3	Increase the participation of international students at Red River College.	<ul style="list-style-type: none"> Diversify the international student recruitment strategy to include a mix of print advertising, participation in education fairs, the use of agents and collaborative promotional ventures with other institutions and organizations. 	VP, PTD	X	X		

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Enhance and expand upon existing promotional materials to include non-print materials (video, internet, etc.). 	VP, PTD	X				
	8.4 Develop Red River's training capacity for export.	<ul style="list-style-type: none"> Increase the number of custom-designed training programs/products offered to international clients. 	VP, PTD	X	X	X	X	X
		<ul style="list-style-type: none"> Prepare funding submissions for consideration by a number of Overseas Development Agencies (e.g., Asia Development Bank, World Bank, etc.). 	VP, PTD	X	X	X	X	X
		<ul style="list-style-type: none"> Identify and undertake the steps necessary for Red River to become "export ready". 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Integrate product promotion and marketing strategies for international student recruitment, and project work. 	VP, PTD	X	X			
9.0	STRENGTHEN COLLABORATION AND PARTNERSHIPS.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> There are increasing numbers of program accreditation agreements, institution transfer agreements and partnership agreements. The cooperative education model or the work experience model is incorporated into an increasing number of programs. Individual agencies and corporations work with and support the College. Business & industry partners provide equipment, facilities and/or technology to RRC. 							
	9.1 Articulate college programs with high schools, universities and other colleges.	<ul style="list-style-type: none"> Articulate all diploma programs with a university degree program where appropriate. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Develop articulation agreements with all school divisions in the College catchment area. 	VP Academic	X	X	X	X	X
		<ul style="list-style-type: none"> Work with COPSE to develop a Manitoba Post-Secondary credit transfer system. 	VP Academic	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Work with the ACCC to develop a national system of credit transfer. 	VP Academic		X	X	X	X
	9.2 Develop joint degree programs to meet the needs of business, industry and the community.	<ul style="list-style-type: none"> Develop articulation agreements leading to applied degrees for allied health technologies, applied sciences, cultural industries, technology and business. 	VP Academic	X	X	X	X	X
	9.3 Build partnerships with corporate and government consumers of education.	<ul style="list-style-type: none"> Identify "key accounts", assign a key account manager, and develop appropriate internal and external processes to serve them. 	VP, PTD & VP Academic	X	X			
		<ul style="list-style-type: none"> Identify major corporate clients, determine their training needs, and prepare proposals for partnerships. 	VP, PTD	X	X	X	X	X
		<ul style="list-style-type: none"> Become preferred training supplier to major corporate clients. 	VP, PTD	X	X	X	X	X
	9.4 Develop, implement and assess a contract training strategy.	<ul style="list-style-type: none"> Ensure the strategy and model is communicated internally and externally. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Establish a central contract training sales and service unit. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Integrate contract training thinking to capitalize on emerging market opportunities throughout the College. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Establish a Contract Training Planning and Review Committee. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Establish contract training policies, best practice guidelines and procedures manual. 	VP, PTD	X	X			
		<ul style="list-style-type: none"> Establish appropriate contract training systems for registration, enrolments, financial transactions, etc. 	VP, PTD	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
	9.5 Build partnerships with the Students' Association.	<ul style="list-style-type: none"> Review current partnership agreements and develop formal partnerships with the Students' Association covering the business relationships in key areas such as: in the collection of student activity fees, SA Building Development Agreement, provision of student copying services, provision of vending services, peer tutoring, etc. 	Dean, SS & VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Work with the Students' Association on improving services to students through the revision of existing policies and the development of new policies in such areas as: appeals; codes of ethical conduct, etc. 	Dean, SS & VP, Admin.	X	X	X	X	X
	9.6 Partner with the community to address college requirements for equipment, facilities and technology.	<ul style="list-style-type: none"> Implement and expand co-operative type education delivery to access equipment in industrial plants and factories. 	Deans	X	X	X	X	X
		<ul style="list-style-type: none"> Pursue opportunities to deliver printing services at a profit with other publicly funded organizations that could benefit from the Docutech digital printing technology. 	VP, Admin.	X	X	X	X	X
	9.7 Build partnerships with Aboriginal governments, agencies and educational institutions.	<ul style="list-style-type: none"> Establish relationships with First Nations, Metis, Inuit and Urban Aboriginal governments. 	VP Academic, & PTD / SAC	X	X	X	X	X
		<ul style="list-style-type: none"> Cooperate with established and developing educational bodies and agencies. 	VP Academic, & PTD / SAC	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
10.0	EMPLOY COLLEGE RESOURCES EFFECTIVELY AND EFFICIENTLY AND ACHIEVE FINANCIAL STRENGTH AND STABILITY.							
<p>Key Measures:</p> <ul style="list-style-type: none"> College revenue, including fundraising, meets or exceeds targets. Distribution of revenue is appropriate among key participants including students, College strategic business units, the Province, businesses and the general community. College operates within budget. Operational goals/objectives have been achieved or advanced. Program and service costs are comparable with like institutions. Public perceives the College as an effective, efficient and accountable institution. Managers have appropriate information for decision-making. Minimal legal or liability issues are experienced by the College. 								
10.1	Expand revenue base.	<p><u>Government grants:</u></p> <ul style="list-style-type: none"> Develop communications strategies for working effectively with COPSE & obtaining government recognition of College future needs. Lobby for multi-year funding from government. <p><u>Tuition:</u></p> <ul style="list-style-type: none"> Work with Board of Governors and COPSE to develop an appropriate tuition strategy. <p><u>Apprenticeship:</u></p> <ul style="list-style-type: none"> Work with Apprenticeship Branch to obtain administrative efficiencies in the current payment structure. <p><u>Strategic Business Units:</u></p> <ul style="list-style-type: none"> See other parts of strategic plan for various actions (including strategy 10.2). <p><u>Fundraising:</u></p> <ul style="list-style-type: none"> See Objective 11 for various actions. 	BOG PC	X	X	X	X	X
			BOG PC	X	X	X	X	X
			CFO BOG	X	X			
			CFO & VP Academic	X	X	X	X	X
			Various	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<u>Other:</u> <ul style="list-style-type: none"> • Explore opportunities for alternative revenues. • Develop more aggressive investment strategy for College funds. 	PC CFO	X X	X X	X X	X X	X X
	10.2 Encourage sound business practices.	<ul style="list-style-type: none"> • Develop in-house training sessions for managers (internal control, capital budget decisions) with training provided by the Financial Services Division. • Encourage entrepreneurial performance by exploring alternative remuneration models for individuals and other incentives for departments and units. • Investigate incorporation or alternate business forms for some entrepreneurial activities. • Promote changes to the Colleges Act that encourage entrepreneurial practices and support the development of alternative sources of revenue. • Explore the use of the SBU model for other activities, e.g., Computer Services, Financial Services, Academic units. • Evaluate non-core business activities to see if they should continue to be operated in-house or whether alternate arrangements should be made. • Strengthen profile of Financial Services division as internal business advisors. • Maintain an appropriate level of operating reserve. 	CFO HRS CFO & VP, Admin. PC / BOG VP, Admin. & CFO PC CFO CFO	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X	X X X X X X X X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Investigate creation of reserves for specific purposes, e.g., major capital projects. 	CFO VP, Admin.	X				
		<ul style="list-style-type: none"> Reduce capital deficit re: SBU capital purchases. 	CFO	X	X	X	X	X
		<ul style="list-style-type: none"> Evaluate financial software to ensure it continues to meet the College's internal and external reporting needs. 	CFO	X				
		<ul style="list-style-type: none"> Ensure current risk management procedures are employed to protect the College, the Board of Governors, employees, students and volunteers. 	VP, Admin.	X				
		<ul style="list-style-type: none"> Enhance the scope of the Risk Control Committee to ensure college-wide risk assessment. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> Develop risk control policies. 	VP, Admin.	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement a cohesive and centralized approach for contract management to limit corporate risk. 	VP, Admin.	X	X			
		<ul style="list-style-type: none"> Review all current policies. 	VP, Admin.	X	X	X	X	
		<ul style="list-style-type: none"> Increase knowledge and awareness of risk, control and insurance protection. 	VP, Admin.		X		X	
		<ul style="list-style-type: none"> Integrate a risk control process that reflects a continuous improvement concept based on departmental internal responsibility. 	VP, Admin.	X	X	X	X	X
	10.3 Allocate resources appropriately.	<ul style="list-style-type: none"> Continue implementation of program and service costing model. 	CFO	X				
		<ul style="list-style-type: none"> Implement a multi-year budgeting process. 	CFO		X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Revise capital budget process to include business concepts such as ROI, etc. 	CFO	X	X			
		<ul style="list-style-type: none"> Establish a benchmarking program. 	Dir. RP	X				
		<ul style="list-style-type: none"> Continue to analyze purchasing patterns, volumes and trends throughout the College to determine current needs, available suppliers or possibilities of developing strategic alliances with our suppliers. 	VP, Admin.	X	X	X	X	X
11.0	ENHANCE THE IMAGE AND COMMITMENT OF THE COLLEGE AMONG STAFF, STUDENTS AND THE EXTERNAL COMMUNITY.							
	<p>Key Measures:</p> <ul style="list-style-type: none"> Staff, students, and members of the external community exhibit a high level of satisfaction with the College. Government(s) acknowledge the importance of the College in the post-secondary education system and its contribution to the economy of the province. College alumni database achieves targets for revenue and growth. Scholarship/bursary/endowment and other approved fundraising targets are achieved. 							
	11.1 Expand and improve internal and external communications.	<ul style="list-style-type: none"> Implement a Multi-media campaign - integrated with the overall campaign for the Princess Street Campus and new initiatives. 	Dir. M&PR	X	X	X		
		<ul style="list-style-type: none"> Maintain a communications capacity in the Marketing and Public Relations Department. 	Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Introduce the College's new logo mark on the tower of Building C, and on all regional facilities operated by the College. 	VP, Admin	X				
		<ul style="list-style-type: none"> Upgrade the College web site to reinforce the new visual identity of the College. 	Dir. CLR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop a specific means to communicate the College's strategic plan. 	Dir. RP	X	X	X	X	X

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Implement a multi-media (television, print, radio, video, billboards, etc.) advertising and promotions program to reinforce the visual identity of the College and to support recruitment of both full-time and part-time students. 	Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Measure the level of awareness and satisfaction among target audiences. 	Dir. M&PR	X		X		X
		<ul style="list-style-type: none"> Maintain a clear and consistent visual identity in all documents, publications, electronic media, and signage. 	Dir. M&PR	X	X	X	X	X
	11.2 Develop and implement appropriate student recruitment strategies.	<ul style="list-style-type: none"> Implement recruitment strategies aimed at addressing program needs and underrepresented groups such as filling identified excess capacity in specific College programs and increasing enrolment of sequential students. 	Dean, SS & Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop and implement a targeted communications plan for recruitment. 	Dir. M&PR Dean, SS	X	X	X	X	X
		<ul style="list-style-type: none"> Develop/acquire software to support active recruitment to ensure a higher conversion rate of inquiries to applicants; applicants to registrants who show up on the first day of class and persist. 	Dean, SS	X	X			
		<ul style="list-style-type: none"> Develop further content for the College web site, promoting RRC courses, through interactive video, testimonials, camera views. 	Dir. M&PR	X	X			
	11.3 Support an environment of enthusiasm and participation within the College community.	<ul style="list-style-type: none"> In consultation with staff, maintain a model to support Staff RR Us activities. 	Dir. M&PR & CMC	X				

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Introduce a program of "awards for excellence" and encourage application and nominations for outstanding achievement awards. 	Dir. M&PR	X				
		<ul style="list-style-type: none"> Develop, implement and support annual program of special events in cooperation and coordination with the Student's Association and volunteer staff organization. 	Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Develop strategies to support RRC participation in the philanthropic community. 	Dir. M&PR / Dir. Dev.	X	X			
		<ul style="list-style-type: none"> Identify and coordinate entry of college "teams" in community special events. 	Dir. M&PR	X	X	X	X	X
	11.4 Develop a strong alumni association for the College.	<ul style="list-style-type: none"> Develop a comprehensive alumni database and implement a strategy for revenue generation to "offset" the cost of providing alumni services. 	Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Support and encourage the development of program-specific alumni chapters in the College. 	Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Establish a program of special events and activities for alumni of the college and for retired staff through the RRC Heritage Group. 	Dir. M&PR	X	X	X	X	X
	11.5 Increase success in College fundraising activities.	<ul style="list-style-type: none"> Develop a coordinated approach to fundraising for the College both internally and in the external community. 	Dir. Dev.	X	X	X	X	X
		<ul style="list-style-type: none"> Develop a strategy to support the comprehensive fundraising capacity of the College. 	Dir. Dev.	X	X	X	X	X
		<ul style="list-style-type: none"> Establish a foundation in accordance with the Board of Governors directive. 	Dir. Dev. BOG	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
12.0	ENHANCE THE LEARNING CENTRED FOCUS AND THE INNOVATIVE, AND TECHNOLOGICALLY ADVANCING ASPECTS OF THE COLLEGE.							
	Key Measures: <ul style="list-style-type: none"> Public and other colleges perceive RRC as a leader in post-secondary education. Community awareness of, respect for and satisfaction with the College is high. There is increased efficiency and effectiveness in accessing knowledge. There are high levels of job satisfaction for staff. Faculty and staff are able to document and share knowledge to facilitate problem solving. There is an increased performance by learners on external measures of excellence. 							
	12.1 Advance RRC as learning centred college.	<ul style="list-style-type: none"> Develop strategies that reward a culture of innovation and position the College as a learning based post-secondary institution. Establish strategies to ensure Board and staff commitment to and involvement in the transformation process. Develop strategies and support measures that advance a learner-centred and learning-centred approach to instruction and assessment to develop students' critical thinking skills and respect for diversity in thinking and behaving. Establish a process to integrate the vision of a learning college into the strategic planning process. Develop and support faculty and staff innovation initiatives that stress creativity, excellence and risk taking. Develop and celebrate successes in moving to a learning culture in a variety of media. Conduct a knowledge management inventory and assessment. 	PC	X	X	X	X	X
			PC Dean, SS	X	X	X	X	X
			SAC	X	X	X	X	X
			Dir. RP	X	X	X	X	X
			Dir. HRS	X	X	X	X	X
			Dir. M&PR	X	X	X	X	X
			Dir. RP	X	X			

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Develop a knowledge management agenda for the College, identifying people, processes, artifacts and technologies. 	Dir. RP	X	X			
		<ul style="list-style-type: none"> Identify and conduct a pilot knowledge management project in a selected KM area. 	Dir. RP		X	X		
		<ul style="list-style-type: none"> Review CRM approaches to corporate strategy and action. 	Dean, SS Dir. RP	X	X			
	12.2 Integrate strategic thinking into the fabric of the College.	<ul style="list-style-type: none"> Design and implement a comprehensive strategic planning process. 	Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> Establish a regular review of values. 	Dir. RP	X	X	X	X	X
		<ul style="list-style-type: none"> Communicate the process and content of the Strategic Plan. 	Dir. RP / Dir. M&PR	X	X	X	X	X
		<ul style="list-style-type: none"> Experiment with the use of appropriate web-based techniques into the strategic planning development process and communication of the plan. 	Dir. RP	X	X	X	X	X
	12.3 Ensure the appropriateness of the organizational structure of RRC in view of the new realities in delivering education in the 21 st Century.	<ul style="list-style-type: none"> Review the learning portfolio to accommodate program and enrolment growth and to establish a future focused structure. 	PC / SAC	X				
		<ul style="list-style-type: none"> Develop strategies to encourage interdepartmental discussion and exploration of opportunities and issues. 	PC	X	X			
	12.4 Transform the image of the College.	<ul style="list-style-type: none"> Define and evolve RRC's brand as a learning college and as a contributor to Manitoba's economic prosperity through an integrated marketing strategy. 	Dir. M&PR	X	X	X		

	OBJECTIVES/KEY MEASURES/STRATEGIES	ACTIONS	LEADERSHIP	TIMELINES				
				2002-03	2003-04	2004-05	2005-06	2006-07
		<ul style="list-style-type: none"> Establish rapport with outside interests in lobbying on behalf of the College for recognition. 	PC BOG	X	X	X	X	X
	12.5 Nurture an innovative and technology literate learning and work environment.	<ul style="list-style-type: none"> Develop a strategy to achieve increased funding for the advancement of technology in all aspects of the College. 	PC BOG	X				
		<ul style="list-style-type: none"> Establish a program to encourage and reward faculty and staff in advancing their knowledge of technology, developing new adaptations of technology and integrating technology into their teaching and working systems. 	PC / SAC	X	X			

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