



**CERRITOS
COLLEGE**

**Institutional Effectiveness,
Research, Planning, &
Grants**

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March 19, 2026

STUDENT SERVICES DEPARTMENT GOALS



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GOALS

- Student Service Goals are broad, overarching statements that describe how a department intends to contribute to the overall student experience through its services.
- They focus on the general impact on students rather than specific, measurable outcomes.

STUDENT SERVICES CONTEXT

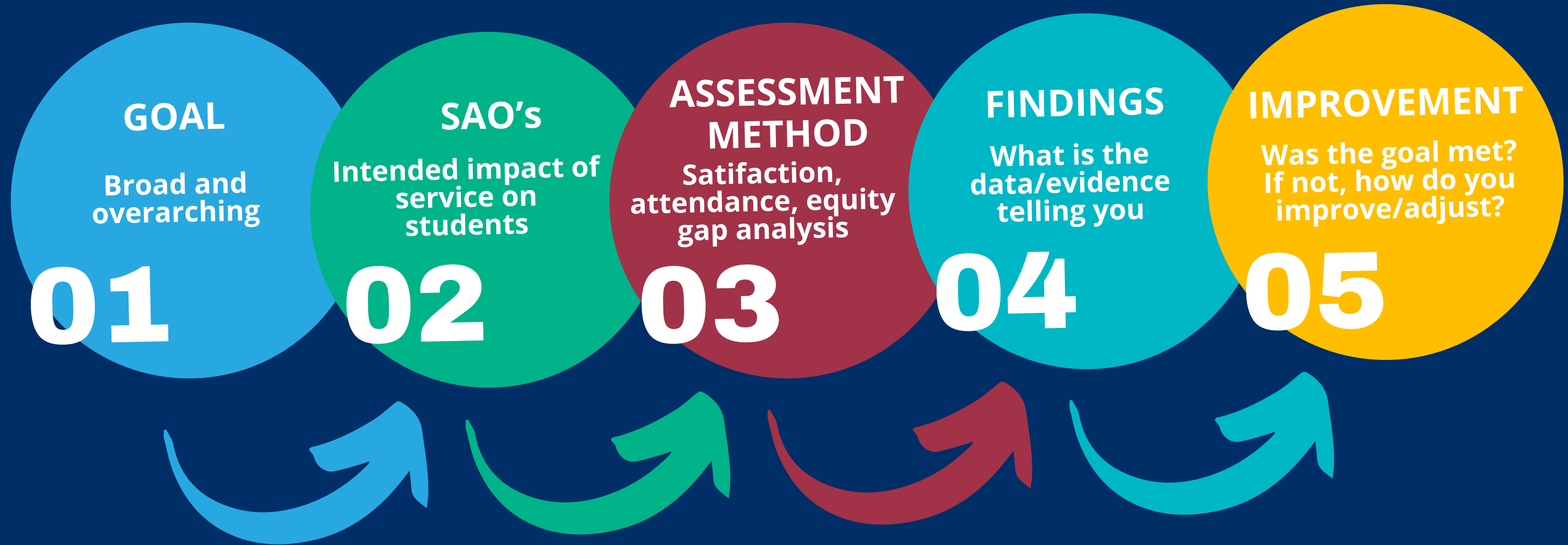
- Improving student access, success, and equity
- Enhancing service delivery and student experience
- Strengthening operational effectiveness

KEY CONSIDERATIONS

- 3-5 goals per cycle
 - clear and concisely written
- Align department work to institutional mission and Student First Framework
 - Set direction and priorities
 - Focused on serviced provided
- Guide decision-making and resource allocations
 - Realistic and achievable

WHAT IS A GOAL

HOW GOALS DRIVE IMPROVEMENT



GOALS vs OUTCOMES vs ACTIVITIES

ELEMENT	PURPOSE	EXAMPLE
GOAL	Big picture intention	Increase access to counseling services
SERVICE AREA OUTCOME (SAO)	What students will know, do, or experience	By the end of the first year, all students will have a comprehensive student educational plan.
ACTIVITY	What you do	Extend hours, hire counselors, targeted marketing campaign, weekly check in on CSEP numbers, increase orientation sessions.

Goal = Destination ➡ SAOs = Evidence ➡ Activities = How you get there

STUDENT ACCESS & EQUITY

Focus: removing barriers and increasing participation

- Outreach
- Equity gaps
- Underserved populations

1

STUDENT SUCCESS & EXPERIENCE

Focus: outcomes and satisfaction

- Retention, completion, persistence
- Student satisfaction
- Holistic support

2

SERVICE DELIVERY & OPERATIONS

Focus: efficiency and effectiveness

- Wait times
- Process
- Technology improvements

3

COMMON GOAL CATEGORIES

COLLABORATION & PARTNERSHIPS

Focus: cross campus impact

- Instructional partnerships
- Community connections

4

PROFESSIONAL DEVELOPMENT & STAFFING

Focus: capacity & growth

- Staff training
- Cultural competency
- Workload alignment

5

COMMON GOAL CATEGORIES

THE STRUCTURE

A strong goal should be:

- Clear - easy to understand
- Focused - one main idea
- Action-oriented
- Aligned - to institutional priorities (Students First Framework; KPIs)

ACTION VERB + TARGET AREA + INTENDED IMPACT + POPULATION
(if applicable)

GOAL EXAMPLES

ACTION VERB

**INTENDED
IMPACT**

TARGET AREA

POPULATION

- Improve access to counseling services for first-year students.

ACTION VERB

**INTENDED
IMPACT**

- Enhance the effectiveness of onboarding processes to support student retention.

TARGET AREA

POPULATION

GOAL EXAMPLES

ACTION VERB

INTENDED
IMPACT

TARGET AREA

- Increase engagement with career services among historically underserved students.

POPULATION

- Streamline intake processes to reduce wait times.

ACTION VERB

TARGET AREA

INTENDED
IMPACT

COMMON MISTAKES TO AVOID

- Writing goals that are actually activities
 - Host workshops
- Writing goals that are too vague
 - Improve student success
- No alignment to outcomes
 - Goal exists, but no way to measure it
- Measuring only participation, not impact
 - Counting attendance $\neq$ measuring learning

ACTIVITY: REWRITE THE GOAL

Original:

Provide workshops for students

Rewritten:

Increase student awareness of transfer requirements through targeted workshops for transfer seeking students.



Q/A



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THANK YOU

