



**CERRITOS
COLLEGE**

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

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INSTRUCTIONAL PROGRAM GOALS



CONTENT

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- 2 Common Goal Categories
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- Program Goals are broad statements that describe the overarching long-range intended outcomes of the overall program.
- When measured appropriately, provide evidence of how well you are accomplishing your goals. Are you doing what you say you are doing?

KEY CONSIDERATIONS

- **S - Specific:** Clearly states what will be improved
- **M - Measurable:** Includes a quantity, percentage, or defined metric.
- **A - Achievable:** realistic given resources and timelines
- **R - Relevant:** Tied directly to program, department, or institutional mission, priorities, and needs.
- **T - Time-Bound:** has a deadline or review period.

WHAT IS A GOAL

Enrollment

Focus on recruitment, outreach, enrollment, and program visibility.

Examples:

- Increase program enrollment by 5% by Fall 2027.
- Develop three new recruitment partnerships with local high schools by 2026.

1

Student Success

Targets course success, course completion, passing rates, and program progression.

Examples:

- Improve gateway course pass rates from 72% to 80% by Fall 2027.
- Improve course success rates to meet statewide average by Fall 2027.

2

Persistence & Retention

Focus on program student persistence and retention.

Examples:

- Utilize Success Teams to increase persistence through direct student contact during enrollment periods.
- Increase fall to fall retention of program majors by 2% by Fall 2027.

3

COMMON GOAL CATEGORIES

Completion

Focus on degree attainment and time to completion.

Examples:

- Reduce average degree completion time by .5 years by improve course scheduling by 2028.
- Decrease time to completion rates for ADT program from 28% to 35% by 2029.

4

Operational Efficiency

Process, workflow, scheduling, staff, and resource use.

Example:

- Reduce course cancellation rates due to low enrollment from 8% to 6% by Fall 2027.
- Achieve 100% on-time submission of CSLO assessments each semester.

5

Program Quality

Curriculum review, assessment, and quality improvement.

Examples:

- Ensure that all faculty complete at least one approved professional development activity related to current best practices in the field each academic year.

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COMMON GOAL CATEGORIES

THE STRUCTURE

VERB + **TARGET AREA** + **PERFORMANCE MEASURE** + **TIMELINE**

EXAMPLE:

VERB

**PERFORMANCE
MEASURE**

Increase course completion in Biology courses by 5% by Spring
2027.

TARGET AREA

TIMELINE

WRITING GOALS

- Increase [metric] by [value] by [deadline].

VERB

PERFORMANCE
MEASURE

- Increase program enrollment by 5% by Fall 2027.

TARGET AREA

TIMELINE

- Implement [initiative] to improve [outcome] by [deadline].

PERFORMANCE
MEASURE

- Develop three new recruitment partnerships with local high schools to increase dual enrollment by 2026.

VERB

TARGET AREA

TIMELINE

WRITING GOALS

- Reduce [barrier/problem] by [value] through [strategy] by [deadline].

VERB

PERFORMANCE
MEASURE

- Reduce average degree completion time by .5 years by improve course scheduling by 2028.

TARGET AREA

TIMELINE

- Develop and launch [resource/project] to support [student group/outcome] by [deadline].

VERB

VERB

- Develop and launch Success Team calling campaigns to increase non-returning students by 2% by Fall 2026.

TARGET AREA

PERFORMANCE
MEASURE

TIMELINE

WRITING GOALS

- Achieve [level of performance] on [assessment or process] by [deadline].

VERB

PERFORMANCE
MEASURE

- Achieve 100% on-time submission of CSL0 assessments each semester.

TIMELINE

TARGET AREA

TIPS FOR STRONG GOALS

- **Focus on outcomes, not just activities.**
- **Start with institutional priorities (enrollment, retention, DEI, workforce alignment) and map goals upward.**
- **Include baseline data when possible (e.g., current retention rate)**
- **Pair each goal with performance indicators such as:**
 - Enrollment count
 - Course success rates
 - Course completion rates
 - Time to Complete
 - Student satisfaction



Q/A



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THANK YOU

