### Measures of Success

**2017 Outcomes**

- **Degrees & Certificates Awarded**: 12,756
- **Percent of Students with Career Goal & Academic Plan**: 28%
- **Degrees Awarded in High Demand Occupations**: 1,123
- **Market Penetration Rate**: 3.5%
- **Dual Credit Head Count (Fall)**: 12,636
- **Personal Assessment of the College Environment (PACE)**: 3.86 out of 5

**2018 Target**

- **Degrees & Certificates Awarded**: 13,800
- **Percent of Students with Career Goal & Academic Plan**: 35%
- **Degrees Awarded in High Demand Occupations**: 2,595
- **Market Penetration Rate**: 4.5%
- **Dual Credit Head Count (Fall)**: 12,740
- **Personal Assessment of the College Environment (PACE)**: 4.0

**2020 Target**

- **Degrees & Certificates Awarded**: 15,000
- **Percent of Students with Career Goal & Academic Plan**: 100%
- **Degrees Awarded in High Demand Occupations**: 3,530
- **Market Penetration Rate**: 5.0%
- **Dual Credit Head Count (Fall)**: 15,459
- **Personal Assessment of the College Environment (PACE)**: 4.10

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### 6 Key Strategies

**COMPLETION**
- 4DX
- Core Completion
- High Risk Courses
- Baccalaureate Achievement

**AlamoADVISE**
- Milestones Achieved
- Career Advising
- Faculty Mentoring

**AlamoINSTITUTES**
- Complete course guide alignment from 9th grade through Associate and Bachelor's degrees.

**AlamoENROLL**
- Enrollment Management (credit/non-credit)
- Alamo Colleges Online
- Prior Learning Assessment

**High School Programs**
- Growth
- Quality
- Cost Sharing

**Quality**
- Employee Engagement
- Accreditation
- Academic Quality
- Student Engagement

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### Key Customers

- Students
- Employers
- Universities
- Secondary Education

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### Strategy Map

- **Key Customers**
  - **Students**
  - **Employers**
  - **Universities**
  - **Secondary Education**

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### Key Competitors

- **Market Penetration Rate**
  - 3.5%
  - 4.5%

- **Dual Credit Head Count (Fall)**
  - 12,636
  - 12,740

- **Personal Assessment of the College Environment (PACE)**
  - 3.86 out of 5
  - 4.0