



DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes

July 24, 2013

Members Present

Keith Wurtz, James Smith, Barbara Nichols, Laura Gowen, Jeremiah Gilbert, Craig Petinak, Lillian Vasquez, Gloria Fisher, Robert Brown, Tina Gimple, Cheryl Marshall, Tim Oliver

Members Absent

Bruce Baron, Ferny Arana Garcia, Kyle Hundley, Nori Sogomonian, Scott Rippy, Tanya Rogers, Jeremy Sims, Robert Levesque

Guests Present

Mike Strong

Welcome & Introductions

Tim Oliver opened the meeting. He advised that he would facilitate today's meeting, however, Charlie Ng would be returning as a consultant and continuing to lead the District's strategic planning effort.

Approval of Minutes of June 26, 2013

Barbara Nichols moved, and James Smith seconded, that the minutes from April 18, 2013 be approved. The motion passed by consensus.

Environmental Scan Update

Keith Wurtz and James Smith presented the committee with a draft analysis of the environmental scan data for their campuses. Although there are still some refinements to be made, SBCCD will ultimately get a comprehensive report, as well as access to all the data used to develop the report. The records are arranged by zip code and the District will be able to develop its own reports in response to specific strategic inquiries. The committee reviewed each section of the reports.

The committee discussed the report and its value in the strategic planning process. Robert Brown advised that he sees it primarily as a marketing tool. Cheryl Marshall added that although employment or other trends may be evident from the data, it does not necessarily mean the District has to take any action. The results need to be considered in view of the District's threats and opportunities. Jeremiah Gilbert mentioned that comparative research of other community colleges regarding accelerated courses, weekend courses, etc. might be helpful in illuminating methods to reach the working student.

Tim advised that Madrid Consulting's supplemental work on the scan should be available in about two weeks.

Adjourned

It was determined that the next meeting will take place in August, after the start of the semester, and based on Charlie's availability. Tim will send an invitation out when a date is determined. The meeting was adjourned.

Kelly Goodrich, Recorder