



DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes
October 11, 2013

Members Present Tina Gimple, Cheryl Marshall, Donna Hoffmann, Ferny Arana, Deanna Trussell (for Robert Levesque), Jeremy Sims (for Glen Kuck), James Smith, Barbara Nichols, Amalia Perez, Craig Petinak, Jeremiah Gilbert, Robert Brown, Rania Hamdy, Tim Oliver

Members Absent Bruce Baron, Scott Rippey, Keith Wurtz, Lillian Vasquez, Patrick Kirk Dorsey, Gloria Fisher, Laura Gowen

Guests Present Charlie Ng, Ng Consulting

Welcome & Introductions

Tim opened the meeting. Self-introductions were made.

Approval of Minutes of September 17, 2013

After a review of the minutes, Cheryl Marshall verified change of James Smith and Keith Wurtz from Chairs of the EMPC to Research. James confirmed that this is accurate. Donna Hoffmann corrected the spelling of her last name to include two n's; Ferny corrected his name to just from Arana Garcia to simply Arana. Jeremiah Gilbert moved, and James Smith seconded, that the minutes be approved. The motion carried by consensus.

Review Committee 2012-13 Self-Evaluation Results – "Fair" Ratings

Tim addressed one of the "fair" rating and asked if committee members to comment on communication flow.

Please rate the following aspects of the committee's work overall this year.

	Very Good	Good	Fair	Poor	Very Poor	No Opinion
Clarity of the committee's charge	7	1				
Quality of communication within the committee	7	1				
Quality of information flow from the committee to the constituency groups	5	1	2			
Quality of information flow from the constituency groups to the committee	5	1	2			
Quality of communication by the committee with the District community as a whole	4	1	3			
Access to data needed for deliberations	7		1			

Information Flow was addressed and James asked about a link to past planning. Kelly Goodrich offered to resend the link to the committee website.

Goals

The meeting was turned over to Charlie. He advised that today was about setting the framework for the development of strategic goals. He further stated that the goals should be heavily discussed with constituents so that everyone can be involved and their input brought back to the committee. This is a critical moment in getting involvement and feedback. He is going to charge the presidents, KVCR, EDCT, and Academic Senate leaders to make this happen.

Kelly Goodrich, Recorder

Charlie distributed a worksheet entitled *Brainstorming of SBCCD Strategic Planning Goals*. As the committee reviewed the material, Charlie advised that they would use all the information gathered to date (i.e., SWOT, environmental scan, etc.) to inform the goals. Charlie advised that the District should create the vision now and make it happen, rather than just letting it happen; it should be done on purpose.

Committee members should return to the next meeting with prioritized goals in each of the categories listed on the worksheet, and/or develop any categories of their own that they felt were important enough. The committee reviewed and discussed each category.

- Enrollment and Access
- Student Success
- Partnership
- Resources
- Diversity

After discussing the categories, Charlie asked committee members what other categories might be added to the list. The following suggestions were offered:

- Effective evaluation and accountability.
- Transparency.
- Pedagogy.
- Culture and climate, i.e. improve customer service, student activities and involvement.
- Communication within the campus and the community.
- Supporting the economic health of the community.

The committee discussed the differences between goals and strategies. Transparency can be a strategy toward Student Success, or it can be a goal. Committee members should be mindful of the difference. Goals are quantifiable targets; strategies are a means to hit the targets.

Action Items

Committee members were charged again to work with their constituents to develop a list of the top five goals for each category, as well as suggestions for any additional categories. Consideration should be given to the SWOT, environmental data, etc.).

At the 10/25/13 meeting members can provide a progress report and their preliminary ideas, along with any questions they may have. On 11/8/13, members should be ready to develop a first round draft of goals.

Adjournment

The meeting was adjourned. The next committee meeting is scheduled for 10/25/13 at 11:00 a.m. in PDC 104.