Members Present Tina Gimple, Cheryl Marshall, Christina Bradley (for Robert Levesque), Jeremy Sims (for Glen Kuck), Barbara Nichols, Craig Petinak, Tim Oliver, Chris Robles, Gloria Fisher, Keith Wurtz

Members Absent Bruce Baron, Scott Rippy, Lillian Vasquez, Laura Gowen, Donna Hoffmann, Ferny Arana, James Smith, Amalia Perez, Robert Brown, Rania Hamdy, Jeremiah Gilbert

Guests Present Charlie Ng, Ng Consulting, Larry Strong

Welcome & Introductions

Tim Oliver opened the meeting. Self-introductions were made.

Approval of Minutes of October 11, 2013

The minutes were approved by consensus with no changes.

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

Committee members discussed flow of information. Barbara Nichols suggested using mass emails. Jeremy Sims suggested everything be placed on the website. Gloria Fisher said that committee members should report out at campus meetings and remind their constituents to get involved. Craig Petinak thought that the DSPC has made progress in this area.

Goals

The meeting was turned over to Charlie Ng of Ng Consulting. He distributed a handout entitled *Example Framework of SBCCD Strategic Planning Goals*, which was developed based on feedback from the October 11 DSPC meeting.   The Framework included broad categories for which various goals can be developed, based on the mission, vision, values, SWOT, environmental scan, Board of Trustee input, etc. Also distributed at the meeting were:

* Survey results provided by Barbara Nichols representing classified staff,
* Survey results from Ferny Arana (who was not present) representing SBVC students, and
* CHC Quantitative Effectiveness Indicators provided by Keith Wurtz.

Keith presented some "Quantitative Effectiveness Indicators" which had been developed during CHC's recent Ed Master Plan process. They are looking to address the big picture. (Keith advised that the handout was an earlier version of what he'd plan to bring, but that it could still be used for discussion purposes.) Engage, Learn and Advance were the categories they chose to measure accomplishments.   Cheryl Marshall mentioned the desire for tighter integration between Program Review, Master Plan, Strategic Plan, etc. They want to tie together measurements from the unit to the program, to the organization, to the District. Charlie said the broader question would be who we are, i.e. CTE, Basic Skills, Honors, Online, etc. That could then direct the definition of scope.

Kelly Goodrich, Recorder

Tim asked for an explanation of the difference between an Ed Master Plan and a District Strategic Plan. Charlie answered that a DSP is very much like an EMP, but because SBCCD is a multi-college district, it is not the same. The DSP should illustrate what a Trustee would say is the District's direction over the next five years – what they will be spending money and time on. Time and money gets spent whether the District plans or not, however if the District does plan, it can direct how the time and money is spent. The DSP and EMP are on parallel tracks, however the DSP uses a district lens, not a college one. Cheryl agreed that a DSP is more broad than an EMP; it is not only about programs, but about everything listed on the Goals Framework handout.

The Committee spent the remainder of the meeting brainstorming different goals, which are included in the attached *Framework of SBCCD Strategic Planning Goals*.

Action Items

Committee members were charged again to work with their constituents and, based on that input, return to the next meeting with a completed Framework of SBCCD Strategic Planning Goals, complete with Current, 3-Year and 5-Year targets.

Adjournment

The meeting was adjourned. The next committee meeting is scheduled for 11/8/13 at 11:00 a.m. in PDC 104.

Kelly Goodrich, Recorder

SBCCD STRATEGIC PLANNING GOALS

Student Success – Issues that can influence our academic quality and reputation, number of transfers, number of graduates (AA/AS/Certs including strategic shift between them), quality of faculty, staff, and administrators, diversity, learning communities, ARCC 2.0 and Institution Scorecards retention, persistence, and other success measures.

Long-range Goals

Type	Current	3-Year Goal	5-Year Goal
Number of Associates in Arts			
Number of Associates in Science			
Number of Certificates			
ARCC 2.0			
Full-time/part-time faculty ratio			
Number of learning communities			
Student diversity			
First-year experience enrollment			
Enrollment management outcomes			
Transfer level Math & English (annual rate)			
Transfer ready (rate)			
Complete 30 applicable units (annual rate)			
% of students enrolled in 12+ units (%)			
HS concurrent enrollment			
Align with K-12 partners			
# of degrees and certificates			

SBCCD STRATEGIC PLANNING GOALS

<mark>Please review with your constituent groups to develop specific goals and targets to be discussed at the next meeting. Review Mission, Vision, Values, Environmental Scan, SWOT, Board of Trustee input, and any other materials necessary.</mark>

Type	Current	3-Year Goal	5-Year Goal
Student engagement			
Student District goals			
Job placement			
Employee satisfaction/engagement			
Implement programs that adopt proven strategies for student success			
Retention of entering students (%)			
Time to complete			

SBCCD STRATEGIC PLANNING GOALS

<u>**Enrollment and Access**</u> – Enrollments (new and existing programs) worth prioritizing and emphasizing growth (STEM, Basic Skills, Transfer, Honors, CTE, Economic Development and Corporate Training, KVCR, etc.), analysis and comparison of district programs offered and not offered (market and competitive analysis), analysis of what can shape the future overall growth strategy (participation rates, etc.).

Type	Current	3-Year Goal	5-Year Goal
Overall enrollment (FTES)			
Participation rate			
Strategic programs enrollment (i.e. STEM, Basic Skills, Transfer, Honors, Online, CTE, EDCT, KVCR, Top 5 highest paid AA/AS/Certs) *Specify which programs.*			
Financial aid awards			
Math & English (meets demand)			
Matriculation (barriers to access, easy access)			
Online/Distance Education			
Diversity/students reflective of community			
Enrollment			
Specific program targets			
Policies and procedures			

SBCCD STRATEGIC PLANNING GOALS

Partnership – Outreach and engagement opportunities do we have with higher education, K-12, industry – workforce development, government, non-profits and other community organizations.

Type	Current	3-Year Goal	5-Year Goal
Number of strategic partnerships (qualified and quality partnerships)			
Number and investment amounts of outreach events			
Student and employee engagement outcomes (# of projects with community and strategic partners, volunteer and internship targets)			

SBCCD STRATEGIC PLANNING GOALS

Resources - Increase and maximize resources, number of grants target, contributions from foundations and other non-profits, internal efficiencies (policies, procedures, organization, technology, and facilities.

Type	Current	3-Year Goal	5-Year Goal
Administrative costs as % of operating budget			
Total budget revenue			
Classroom space utilization and efficiency			
Number and types of strategic grants			
Strategic consolidations and expansions of key departments and programs			
Staffing, technology, facilities, and financial plan outcomes and targets			

SBCCD STRATEGIC PLANNING GOALS

<u>Diversity</u> – (strategic enough to elevate as a separate goal?)

Type	Current	3-Year Goal	5-Year Goal
Student plan outcomes (diversity)			
Number of international students			
Staffing plan outcomes (diversity)			

SBCCD STRATEGIC PLANNING GOALS

Additional Categories? – (strategic enough to elevate as a separate goal?)

Type	Current	3-Year Goal	5-Year Goal