



DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes,
April 25, 2014

Members Present Denise Allen Hoyt, Tina Gimple, Barbara Nichols, Keith Wurtz, James Smith, Cheryl Marshall, Greg Zerovnik

Guests Present Charlie Ng, Ng Consulting

Members Absent Algje Au, Laura Gowen, Chris Robles, Jimmie Bradley, Glen Kuck, Bruce Baron, Tim Oliver, Amalia Perez, Gloria Fisher, Lillian Vasquez, Robert Brown, Deanna Trussell, Robert Brown, Rania Hamdy, Donna Hoffmann

Welcome & Introductions

Charlie Ng opened the meeting. No introductions were necessary.

Approval of Minutes of April 11, 2014

The minutes were approved by consensus.

Review Trends/Targets/Strategies

Charlie provided a handout that contained suggested revisions to the work done on goals 1 and 2, and the committee used this document to review Goals 1, 2 and 3.

Goal 1.1

Charlie talked to the committee about changing the chart dates. The committee members agreed to change column headings. Keith Wurtz advised that James Smith had not yet seen the data in the carts due to time constraints. James and Denise Allen Hoyt felt the 50% increase in graduation rate was ambitious. Denise asked for some comparative data. Keith advised that the transfer rate included transfer preparedness, which might have to be separated out in order to compare with other colleges. The State transfer rate is 39%, without transfer preparedness; SBCCD's is 31.6% without preparedness. The committee decided to use the State number of 39% as a target. A midpoint of 36.0% was chosen. The committee then decided to use a 22% increase for graduation rate (to match the transfer rate %). Keith will try to gather comparative data from other colleges on the graduation rate, but advised committee members that this data is not publicly available. Approved goal and targets:

GOAL 1.1

Increase student success while preserving access, enhancing quality, and reducing attainment gaps associated with income, race, ethnicity, age, and gender.

Goals	2007-08 to 2012-13	2011-12 to 2016-17	2014-15 to 2019-20
<i>Graduation Rate</i>	16.2%	18.2%	19.8%
<i>Transfer Rate</i>	31.6%	36.0%	39.0%
<i>% with Educational Plan</i>	Unavailable	100%	100%
<i>Educational Plan Completion Rate</i>	Unavailable	46%	50%

Goal 1.2

Some committee members felt that the suggested target for Developmental Math improvement of 32% was too high. The committee decided to reduce the target to 25%, although Cheryl Marshall felt it should have been more aspirational. Approved goal and targets:

GOAL 1.2

Increase the number of students who complete developmental education programs and progress to successful completion of freshman-level courses.

Development Education 3-Year Improvement Rates	2010-11 to 2012-13	2014-15 to 2016-17	2017-18 to 2019-20
<i>Math</i>	<i>20.4%</i>	<i>29.2%</i>	<i>25.0%</i>
<i>English</i>	<i>48.1%</i>	<i>57.9%</i>	<i>60.0%</i>

Goal 2.1

Charlie stated that he had filled in the Enrollment Numbers using data from the State, and increasing it by 2% for the first four years and 1.5% for the next three years. Keith voiced his concern that the District couldn't really affect the area adult participation rate because the numbers are so large. It was decided to eliminate Adult Participation Rate in favor of Market Share. Keith will provide the revised numbers.

GOAL 2.1

Increase our student population to improve the higher education participation rate and supply a well-equipped, educated workforce for our communities.

Student Population Goals	2012-13	2016-17	2019-20
<i>Annual Enrollment</i>	<i>13,241</i>	<i>14,350</i>	<i>15,000</i>
<i>Adult Participation Rate</i>			
<i>Market Share*</i>		<i>74.4%</i>	

**Tracking the market share for the District would require SBCCD to pay the CCCCO for the data. The data for 2011-12 was provided through the Environmental Scan. The methodology for the Market Share and the target can be reviewed by clicking [here](#). The average market share by contiguous community colleges is 74%.*

Goal 2.2

Keith and James Smith will provide data for Goal 2.2 targets. Charlie advised he could then work with committee members to develop projections via email.

GOAL 2.2

Provide transfer, career and technical, and developmental education access to meet student need.

Enrollment by Type of Education	2012-13	2016-17	2019-20
<i>Transfer</i>			
<i>Career and Technical</i>			
<i>Developmental</i>			

Note: The outcome measures will be the percentage of students who have access to the transfer/CTE/developmental education that students need based on placement information.

Goal 3

Goal three strategies were accepted as submitted by Tim Oliver, including the modifications submitted by Charlie on Goal 3.4. Under strategy 3.4.3, "lobbying" was changed to "advocacy". It was mentioned that SBVC would probably want to add to its list of partnerships.

Strategies

The committee scheduled a special meeting on May 1, 2014, from 2-5 p.m. to develop, review, and finalize strategies.

Mission/Vision/Values

There was one minor change to the Mission Statement, which was circulated via email prior to the 4/25/2014 meeting. "We transform lives through education of our students..." was changed to "We transform lives through the education of our students..." Other than that one change, the statements stood as developed.

Parameters for Districtwide Review/Feedback/Revision

The committee set the following schedule for completion and review of the DSP:

- ◆ Final targets will be developed by Keith and forwarded to committee members by 4/28/2014.
- ◆ Committee members will review Plan and develop strategies for discussion and approval at the 5/1/2014 meeting.
- ◆ On 5/2/2014, a line-numbered version of the Draft Plan containing Mission, Vision, Values, Key Goals, Targets, Strategies, Diversity Statement, and Resources Necessary Section will then be circulated via email Districtwide along with the comment form provided by Denise for feedback by Kelly Goodrich.
- ◆ The line-numbered Draft will also be taken by committee members to their constituent groups and feedback gathered on the comment form developed by Denise.
- ◆ Feedback will be gathered until 5/7/2014.
- ◆ Feedback will be reviewed by the committee at its last meeting on 5/8/2014 and a Final Draft Plan approved for submission to the Board of Trustees.
- ◆ Charlie will work with District PIO staff to assemble the plan after the Draft version has been board approved.

Adjournment

The next meeting is scheduled for May 1, 2014 at 2:00 p.m.