



# DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes  
February 27, 2015

**Members Present:** Denise Allen-Hoyt, Carol Jones, Ginger Sutphin, Laura Gowen, Barbara Nichols, Keith Wurtz, James Smith, Glen Kuck, Amalia Perez, Gloria Fisher, Deanna Krehbiel, Rania Hamdy, Donna Hoffmann, Greg Zerovnik

**Members Absent:** Aftan Sneed, Vanessa Osorio, Bruce Baron, Lillian Vasquez, Dean Papa, Jose Torres, Cheryl Marshall

**Welcome & Introductions**

Glen Kuck opened the meeting at 11:00 am. Self-introductions took place.

**Approval of Minutes**

Gloria Fisher made a motion, which Greg Zerovnik seconded, to approve the minutes from 1/23/15. The minutes were approved by consensus.

**Draft District Strategic Plan – Addressing Board of Trustee Comments from 2/26/15 Study Session**

The committee discussed the 2/26/15 board study session on the District Strategic Plan and Glen advised that the Chancellor was going to send the Plan to the 3/12/15 board meeting for approval with the understanding that it is “a living document”. This means the Plan will evolve as based on recommendations from the ACCJC, Board of Trustees, the needs of the District, etc.

It was generally felt that the board study session had been productive and the following list of board member concerns was developed. The items marked with an asterisk will be addressed in the draft being sent to the March board. The others will be addressed at as indicated.

Board Member Concern	Action
1) Consolidate measurable in DSP	Need to discuss at upcoming meetings
2) All objectives should be measurable (SMART)	Need to discuss at upcoming meetings
3) Does board develop mission, vision, values	Need to research
4) Marketing our success/statistics seem misleading	<ul style="list-style-type: none"> <li>◆ Need to develop a separate marketing brochure (Greg, Donna, Keith, James, Glen)</li> <li>◆ May add statement regarding the difference between strategic plan and marketing tool</li> </ul>
5) Capturing goal completion	Need to discuss

Board Member Concern	Action
6) Clarification of vision statements*	<ul style="list-style-type: none"> <li>◆ On page 11, third vision, remove the word "transfer".</li> <li>◆ On page 11, in the second to the last vision, change "largest" to "a significant" and change "economic" to "socioeconomic".</li> <li>◆ On page 11, in the second vision remove the word "highly".</li> </ul>
7) Key strategies are vague, not measurable	May add comment to plan that measurements are found in campus plans; need to discuss
8) "Growing" population (Goal 2)*	On page 23 delete the word "growing".
9) DSP is narrow in focus (does not include other district entities)	Need to discuss at upcoming meetings
10) Chancellor participation	Addressed by the board; Chancellor to provide regular reports
11) Accessibility of plan - not embedded	Need to discuss at upcoming meetings
12) Board participation in process	Need to discuss at upcoming meetings
13) Why do students go elsewhere (in progress)	Research currently being done by the campuses
14) Length of plan...how many years	Need to discuss at upcoming meetings
15) Change sub-goals to objectives*	Starting on page 21, change "Goal" 1.1 to "Objective" 1.1, etc.

*\*Changes to be incorporated into DSP going to 3/12/15 Board meeting for approval.*

**Adjournment**

The meeting was adjourned in the interest of time and the following agenda items will be moved forward:

- ◆ Review Board of Trustee Feedback on DSP
- ◆ Strategize and Create Timeline for Next Steps Moving Forward

The meeting adjourned. The next meeting of the DSPC is scheduled for 3/13/2015, 11 a.m., in PDC 104.