



District Strategic Planning Committee  
Meeting Agenda  
March 27, 2015, 11:00 a.m., PDC 104

Only Glen Kuck, Bryan Reece, Keith Wurtz, Barbara Nichols and Donna Hoffmann attended. It was decided to end the meeting after 15 minutes. The entire March 27 agenda tabled due to lack of a quorum. DSP will be circulated via email to address revisions before Board submission. Next meeting is scheduled for April 24.

- I. Welcome & Introductions
- II. Approval of Minutes from February 27, 2015
- III. Final DSP
  - ◆ Pulled from March 12 BOT agenda
  - ◆ Approval of changes made and resubmission @ April 9 BOT Meeting
  - ◆ Update on separate marketing brochure (Greg, Donna, Keith, James, Glen)
- IV. Addressing Board of Trustees Concerns
- V. Strategize and Create Timeline for Next Steps Moving Forward
- VI. Adjournment – Next meeting scheduled for April 10, 2015.

### Board of Trustees Contribution

Mission: Advancing (or improving) our diverse community through education and training.

Vision: We will be seen as being productive and fulfilling for employees.

Values: Bold items prioritized and will serve as feedback to DSPC (# of votes).

- **Trust (4)**
- **Quality curriculum and instruction (7)**
- **Openness and innovation supported and valued (6)**
- **Ethical procedures/behaviors; honest and ethical in all relationships (7)**
- **Embrace collaboration within and outside the district; through all aspects that encompass the district as well as its surrounding communities (4)**
- Efficient service to students and employees (1)
- **Tolerance and understanding (6)**
- Effective communication (1)
- Excellent service to our students (1)
- Student-centered (3)
- "Out in 2 Years" (0)

### District Strategic Planning Committee's Version After Considering Input from Board & Districtwide Constituent Groups

Mission: We transform lives through the education of our students for the benefit of our diverse communities.

Vision: SBCCD will be most known for student success.

- Our educational programs and services will be highly sought after.
- Our students will be the most highly preferred by four-year institutions and employers.
- Our transfer students will have the highest graduation rates at four-year institutions.
- Our students will have the highest employment rates in our communities.
- Our district will be the gateway to pathways and opportunities for a brighter future.
- Our students and alumni will make the largest contribution to the economic prosperity of our communities.
- Our employees will want to be here, love working here, and go above and beyond for student success.

Values: Service, Integrity, Collaboration, Innovation, Quality

**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 January 23, 2014. 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.