



DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes
September 17, 2013

Members Present

Amalia Perez (for Jack Miyamoto), Barbara Nichols, Cheryl Marshall, Craig Petinak, Glen Kuck, Gloria Fisher, James Smith, Jeremiah Gilbert, Keith Wurtz, Laura Gowen, Lillian Vasquez, Robert Brown, Robert Levesque, Tim Oliver

Members Absent

Bruce Baron, Ferny Arana, Scott Rippey, Tina Gimple

Welcome & Introductions

Tim Oliver opened the meeting.

Approval of Minutes of July 24, 2013

Cheryl Marshall moved, and Laura Gowen seconded, to approve the minutes of July 24, 2013. There was no discussion and the minutes were approved as submitted.

Committee Roster & Charge

The committee had no comments about the charge, but several suggestions were made to update the roster, including the addition of Donna Hoffmann as PIO for CHC, and a change of the position for James Smith & Keith Wurtz from Chair of the Ed Master Plan Committee to Research.

Committee Self-Evaluation

The results of the committee's self-evaluation were reviewed. Tim was concerned about the one "sometimes" rating for the categories of Transparent and Evidence Based, as well as the "fair" ratings on page 2. He asked if anyone thought this committee could be more transparent. James thought there could be more reporting of the activities out to the campuses. Barbara Nichols mentioned that she could share information at the Classified Senate meetings. At the next meeting the committee will address the "fair" comments on page 2 of the evaluation.

Board of Trustees Strategic Planning

Tim provided committee members with a copy of the minutes from the SBCCD Board of Trustees strategic planning session with Charlie Ng, as well as its draft Board goals. He asked that these document be considered as the District Strategic Plan is developed.

Assessing the Situation - Environmental Scan Update

Tim mentioned that he had recently met with the Chancellor, the presidents, Glen Kuck, and the researchers to discuss the environmental scan results and the direction of the DSP. The Chancellor agreed that the Plan completion date may have to be pushed past December in order to produce a document in line with what the District wants.

Kelly Goodrich, Recorder

Tim reviewed the plan status. Currently, the committee is on the second bullet of step 3, assessing the situation and discussing the environmental scan information. He turned the meeting over to James and Keith.

Cheryl & Keith made a presentation of their analysis of the data as it regards CHC, followed by James and Gloria Fisher, who talked about the data and SBVC. Afterward, Tim commented that the presentations were great and set the tone for what can be done with this data. He asked that committee members look at the schedule on the agenda and envision how some of the information presented can be tied back to the SWOT findings and setting goals. He also asked that the committee review the existing plan which can be found on the [website](#).

James asked committee members to report to the researchers regarding the usefulness of the scan data. He would also be interested in knowing if anyone comes across sources that report different data. Tim encouraged everyone to review the scan a little each day and give feedback from their observations and conclusions.

Committee members shared their reactions to the presentations:

- Glenn Kuck thought the data was absolutely valuable. Both presentations were very helpful in contextualizing it.
- Robert Levesque, while not directly involved with either campus, felt today's data reinforces his perception of the community, i.e. blue collar workers, many without a high school degree, or with little education beyond high school.
- Barbara was concerned about the lack of basic skills and the high school dropout rate. She feels compelled to mentor and help this segment of the population.
- Laura Gowen thought the downswing in the students that we'll be serving might present an interesting opportunity to tailor programs to our new student base.
- Jeremiah Gilbert shared that the University of Redlands is doing a number of courses, as is UC Riverside, on GIS. He thinks it is a booming area. Glen agreed that GIS is a great example of knowing where we are going strategically.
- Amalia Perez is of the opinion of that the colleges might want to focus on customer services, i.e. a certificate program on customer service.
- Craig Petinak advised that approximately half the population having only high school education or less stood out to him. He talked about marketing the district to reach certain populations. Since so many of the students in the area are blue collar, we need to focus on CTE, but also have a chance to position ourselves as a bridge from blue collar to white collar. They are not mutually exclusive.
- Lillian Vasquez advised that she would have been overwhelmed by the Environmental Scan publication and appreciates the breakdown. She mentioned that KVCR can help students at the high school level with programs like The American Graduate. TV and radio can be "sexy", and help keep kids interested and staying in school.

- Robert Brown felt that most students have a sense of community colleges as transitory, or a stepping stone. The District serves as a place where pathways are created. Anytime we can make a clear path with no obstacles, we will serve our students.

Tim asked committee members to do some homework and think outside of the box as regards existing programs and classes. He asked that committee members don't just think of four credit courses, but other types of courses, i.e. executive programs, non-credit programs, as well.

Adjournment

The meeting was adjourned. The next committee meeting is scheduled for October 11, 2013 at 11:00 a.m. in PDC 104.