



DISTRICT STRATEGIC PLANNING COMMITTEE

Meeting Minutes,
May 1, 2014

Members Present Denise Allen Hoyt, Tina Gimple, Barbara Nichols, Keith Wurtz, James Smith, Andy Chang (for Glen Kuck), Tim Oliver, Cheryl Marshall, Robert Levesque (for Deanna Trussell), Donna Hoffman, Greg Zerovnik, Gloria Fisher

Guests Present Charlie Ng, Ng Consulting, Larry Strong, Jose Torres

Members Absent Algie Au, Laura Gowen, Chris Robles, Jimmie Bradley, Bruce Baron, Amalia Perez, Lillian Vasquez, Robert Brown, Rania Hamdy

Welcome & Introductions

Tim Oliver opened the meeting. No introductions were necessary.

Approval of Minutes of April 25, 2014

The minutes were approved by consensus.

Development of Strategies

Greg Zerovnik and Denise Allen Hoyt advised the committee that they each had suggested revisions for the Mission, Vision and Value Statements. Charlie advised them that changes to those statements can be submitted as part of the upcoming campuswide review process. Robert Levesque had questions about the way Matthew Isaac's suggestions had been incorporated into the Goal 3 strategies and Tim asked Robert to contact him directly, as Tim had coordinated the development of those strategies.

The committee spent the next three hours brainstorming to develop the following strategies.

Goal 1 – Student Success

Goal 1.1

1. *Professional development*
 - ♦ *Alternative instructional methods*
2. *Enhance student support services*
 - ♦ *Expand tutoring*
 - ♦ *Learning communities*
 - ♦ *Early alert intervention*
 - ♦ *Degree audit*
 - ♦ *Expand accelerated courses*
 - ♦ *Empower students to become continuous learners (study skills)*
3. *Expand academic advising*
4. *Align curricular pathways (sequencing study) with K-12 and 4-year partners*
5. *Ensure accurate placement*
6. *Increase student engagement*

Goal 1.2

1. *Work with K-12 before students get to SBCCD*
2. *Increase and improve basic skills offerings including alternative instructional methods*
 - ♦ *Acceleration*
 - ♦ *Conceptualized learning*
3. *Provide smaller classes (establish lower caps in development courses)*
4. *Develop non-credit courses for basic skills program*
5. *Enhance tutoring and student mentoring*
6. *Require early and consistent enrollment in Math and English*

Goal 2 – Enrollment & Access

Goal 2.1

1. *Develop effective international student program*
2. *Develop and implement a comprehensive marketing plan to increase market share*
 - ♦ *Promote a culture of educational value throughout the community*
3. *Increase online, evening and weekend classes*
4. *Offer concurrent college courses on K-12 campuses and at SBCCD campuses*
5. *Increase community involvement in cultural and athletic events on campus*

Goal 2.2

1. *Use data to grow new programs to meet labor market needs*
2. *Provide flexible delivery*
3. *Revise program viability plans to streamline offerings*
4. *Develop and implement an enrollment management/growth plan*

Goal 2.3

1. *Utilize KVCR and EDCT as resources to enhance public image*
2. *Assess public image (polling services), develop and implement plan based on assessment results (Charlie to “clean this one up”)*
3. *Increase media presence/coverage of our good deeds and results*
4. *Expand campus festivals and events*
5. *Increase faculty/staff/students involvement in local community organizations*
6. *Conduct outreach events*

Goal 2.4

1. *Work with K-12 counselors*
2. *Utilize all media resources*
3. *Focus on quality of education, affordability, value and open access*
4. *Increase outreach events at local high schools and on the campuses*
5. *Conduct courses at K-12 and employer locations*

Goal 2.5

1. *Reach out to families*
2. *Employee recruitment*
3. *Maintain salaries and benefits at competitive rates*
4. *Have multilingual and multicultural marketing materials*
5. *Market and outreach to potential students and employees that are reflective of demographic trends*

Next Steps

- ◆ 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 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 5/9/2014 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 9, 2014 at 11:00 a.m.; it is the last regularly scheduled meeting of the DSCP for this academic year.