

SMCCCD Strategic Planning Taskforce
 March 10, 2008
 12:00PM – 2:00PM
 District Office Board Room

Meeting Notes

Members present: (indicated by “x”)

Arias	Juan	x
Ball	Jeremy	x
Campillo	Carla	x
Claire	Michael	
Dilko	Patty	x
Galatolo	Ron	
Guadamuz	Ulysses	x
Harrison	Susan	x
Hasson	Cathy	x
Kaidor	Matthew	
Kapp	Nick;	
Luan	Jing	x
Mohr	Tom	
Morrow	Vicki	x
Murphy	Joan	
Partlan	Martin	x
Scott	Bart	x
Sewart	John	x

Jing handed out copies of the latest strategic planning document and brought the group’s attention to the timeline on the third page. He noted that we are a bit behind in formulating the planning assumptions.

Martin Partlan asked how this plan will interface with individual college plans that are in progress at CSM and Cañada. Jing referred Martin to the table in the strategic planning document called” SMCCCD Strategic Plan Integration and Synchronization with Other Planning Processes”. Vicki reiterated that the first wave of District Planning will be a little ragged in terms of synchronization, but Jing noted that beginning 2013-2014, all of the college and district plans should be in synch.

Jing brought the groups attention to the chart labeled “Strategic Master Planning Modules”. He noted that we are now in between “environmental scanning” and “planning assumptions” modules. Vicki suggested that labeling shown under the “planning assumptions” module should be changed to reflect where we currently are in the process.

Cathy Hasson suggested that there should be some consistency in usage of terminology ie: strategic plan, master plan, ed plan, etc.

A discussion was held about the timeline. The consensus was to slightly postpone the timeline in order to have the planning meld with the planning initiatives currently underway at CSM and Cañada. The suggested timeline for the remaining planning activities is as follows:

- College Based Feedback due before end of Spring 2008
- Taskforce reviews College based feedback at its meeting at end of Spring 2008
- Community based input takes place during summer
- Taskforce reviews Community based input in early Fall
- Strategic Plan to Board in November/December 2008

A discussion was held about how to best communicate the strategic planning process across the District. It was decided that Patty and Jing would send a message to entire District stating where we are in the planning process, our rough timelines, and a link to the public strategic planning site. They will note that there will be campus discussion about the process and an opportunity to provide feedback. It was decided that the people who sit on this task force would propagate information about process to their constituent groups.

The following changes were proposed to the Strategic Plan development timeline:

Change item 8 to “April –June 2008 – Conduct various campus, community briefings and listening sessions.”

Change item 9 to “September/October 2008 – Board of Trustees First Reading of SMCCCD Strategic Plan”

Change Item 10 to “November/December 2008 – Board of Trustees Second Reading of SMCCCD Strategic Plan”

Change Item 11 to “January 2009—SMCCCD Strategic Plan published and implementation commences.

Referring back to the Strategic Master Planning Modules, Cathy Hasson suggested that there be write a narrative description of each of the modules.

A discussion ensued about the importance of including a strategic direction related to technology. It was pointed out that there is a whole generation of computers that have been purchased in recent months that will all age out at the same time and perhaps a districtwide solution would be appropriate.

The discussion returned to the strategic planning schedule. It was decided that after the next meeting on April 14th, the group would have agreed on a set of planning assumptions and some draft strategic directions. This information will be made available for the college and community feedback and listening sessions. The focus of the feedback sessions will be “are these the right strategic directions”.

Since the planning process will not be finished by the end of this school year, the group decided that for continuity, taskforce members will make a commitment to come back in the Fall, even if they are termed out of the classified senate or academic senate office.

There were a few comments about the format of the document in general. It was suggested that each of the statements about the planning data should begin with a “punch line” ie “the population will increase to 26%” This will also help in writing the planning assumptions. John Sewart also indicated that the illustrative charts that are color coded be changed to cross hatching etc. to allow for reproduction in black and white.

For the remainder of the meeting, the group worked at articulating a few planning assumptions

Demographic Planning assumption:

The group discussed some of the county data related to population decline, rising home values and drain of youth from the area and discussed that a demographic planning assumption should be based around parameters such as age, ethnicity, volume, fulltime/parttime, overall population size and expensive housing.

Education

The group indicated that a planning assumption related to education could focus on student equity and educational attainment, student preparedness for college level work, and competition.

Before the meeting came to a close, it was decided that work on the planning assumptions would continue throughout the month and that the assumptions would be available, hopefully, a couple of weeks before the next meeting.