

SMCCCD Strategic Planning Taskforce

1:00-2:00 PM

Monday, October 1, 2007

Board Room

Attendees: Jeremy Ball, Kathy Blackwood, Carla Campillo, Mike Claire, Patty Dilko, Ulysses Guadamuz; Tom Mohr; Vicki Morrow; Bart Scott; John Sewart

Absent: Cathy Hasson, Nick Kapp, Joan Murphy

### **Review Minutes from Last Meeting**

Jing opened the meeting and noted that Patty Dilko has stepped in to co-chair the taskforce. He further noted that the minutes from the last meeting had been unintentionally left out of the materials handed out at this meeting and that he would distribute them by email.

### **Review Planning Timeline**

Jing noted that there would be a few changes to the task force committee, including a new classified representative from Skyline as well as the new student representatives. Jing noted that he will get handouts to those new members and also to continuing members who were not at the meeting today.

Jing directed the group's attention to the timeline and noted that during September through December this group will convene monthly to discuss the ongoing collection of environmental scanning data and ultimately to formulate some planning agenda items.

### **Review Planning Alignment Chart**

The group discussed the SMCCCD Planning Processes and Timelines chart and whether the facilities, education and College strategic plans are synchronized with the timeline. In general, the presidents agreed that the facilities master plans are in synch with the timeline, however the strategic plans and ed plans are timed differently for each college. Vicki suggested that the first cycle of this district strategic planning process will serve to pull all of the plans together. Tom noted that it would be useful to have definitions of "Ed Plan" and "Strategic Plan" including what elements comprise each plan. There were also suggestions to revise the labeling on the SMCCCD Planning Process Chart as follows:

- Change "College Master Plans" to "College Education Master Plans"
- Add "College Strategic Plan"

Bart Scott wondered whether it was intentional that the plans "peak" at the same time. Jing indicated that this is intentional and Patty Dilko noted that if the strategic plans coincide completely with the self study, that it is problematic.

Jing asked about the timeline for the District and whether the district plan should precede or follow the Colleges'. Vicki felt that the District plan should follow the College plans because of the bottom up structure of the District. Jing indicated that he would formulate the definitions requested and send them for review. He also noted that he will poll the Colleges as to the status of their Education Master plans, Facilities Master Plans and Strategic Master Plans.

### **Environmental Scanning Matrix**

The environmental scanning matrix was reviewed. Jing reminded the group that the matrix will guide the information that is being collected via environmental scanning. The main categories of data are demographics, educational trends, the economy, policies/public opinions and technology. Mike and Vicki indicated their interest in demographics related to high schools and said that it would be extremely useful for the colleges to be able to crosstab that information in a variety of ways. Jing indicated that the information will be coming from a variety of sources and that he will see how much data manipulation is possible. John Sewart indicated that the researchers can always do the manipulation if the data is downloadable.

Jing spoke briefly about the Educational trends component. He indicated that the Educational Needs item is an area in which the District has a particular interest. He told the group that a marketing firm called Wide-Angle communications will be doing a survey of county residents to determine what they'd like to see offered in our institutions.

Vicki indicated that she is also very interested in the take-rate and Jing noted that some take-rate data is included in the handout. She also asked about the Immigration item listed under the Policies/Public Opinion Category. Jing indicated that this data would be used to help examine the effect of immigration policy and laws on the District's ability to serve students.

Mike would like a way to collect information from advisory committees (auto tech, cosmetology) because some of this data will be valuable in terms of the environmental scanning components. Jing indicated that the District Research Council would be the starting point for gathering this type of information and that he would defer to the researchers as to how best to capture this data.

### **Data Collection Update**

Jing pointed to the several pages of data gathered so far. He indicated that the intent wouldn't be to analyze the data at this meeting. He did ask the group to bring today's handout back to the next meeting and that there will be additional data available at that time. He indicated again that we will use this info to develop some planning assumptions.

### *San Mateo County Update*

Jing brought the group's attention to the San Mateo County Quick Facts sheet and thanked John Sewart for his work on compiling the information. Tom indicated that the DRC should review the data and highlight trends and suggest areas that should be brought to the attention of the committee. He also suggested that the data should be stratified.

### *Employment (Job Projections by Industry)*

Jing provided some information about jobs by industry from a web-based tool called CCBenefits. He explained that this is a subscription service that provides detailed information related to industry sectors. The handout contains a summary sheet and an additional drill-down sheet showing, as an example, jobs within in the agricultural industry. CCBenefits is a subscription service and the District has not yet signed on. The program will be demonstrated at Chancellor's Council tomorrow and then to a wider audience.

*Student Specific Data: Head count since 1968, SMCCCD Snapshot, Student Demographics, Claims of Majors, Distance Ed Headcount, Concurrent Enrollment Headcount, Success and Retention rates, Degree/Certificate Awards, Transfers*

The group quickly reviewed each of the other data sheets presented in the handout.

Vicki noted that on the SMCCCD Fall Census Headcount chart (showing historical data from 1968 to present) some of the legend information was missing including the scale for the horizontal axis and the label for Skyline College. She also asked Jing to double check the current census data. Tom indicated he would be interested in longitudinal information, similar to the First Census Headcount data, related to full-time vs. part time students. The group also briefly reviewed the various bar and pie charts related to SMCCCD demographics. Jing noted that the majority of this information is available on the research website. He also noted that the website is being given a facelift.

### **Next steps**

Jing said that he will be sending additional data prior to the next meeting and suggested that planning assumptions will need to be developed soon after.