

**SMCCCD Strategic Planning Taskforce Meeting**  
**Monday, November 5, 2007**  
**1:00pm – 2:00pm**  
**Board Room**  
**Minutes**

Taskforce Members Present: Jeremy Ball, Ulysses Guadamuz, Sue Harrison, Loren Hernandez, Jing Luan, Tom Mohr, Vicki Morrow, Martin Partlin, Bart Scott, John Sewart, Martha Tilmann

Taskforce Members Absent: Juan Arias, Carla Campillo, Patty Dilko, Cathy Hasson, Matthew Kador, Adolpho Leiva, Joan Murphy

Others present: Sue Harrison, Martha Tilmann

- 1) Introduction (All)
- 2) [Review Meeting Notes from \(October 1, 2007\)](#)

Bart Scott noted that Cathy Hasson should be added to the attendees absent or present list. Vicki Morrow and Ulysses Guadamuz moved and seconded to approve the minutes with the change noted.

- 3) Review of Accreditation Visiting Teams' Recommendations (Presidents, Luan, Dilko)

Jing handed out an unofficial summary of planning related recommendations from the accreditation teams. Jing noted that during their visit, the teams did obtain information about the District strategic plan and made no comments related to that area.

- 4) Planning Status (Luan, Dilko)

Jing handed out a flow chart illustrating the timing of the SMCCCD strategic planning process

- 5) Environmental Scanning (data collection\* and analysis)

Jing handed out some data from David Hutt (County Office of Ed) illustrating the gradual drop in high school attendance from 1997 through 2007. The data was discussed, and Vicki indicated that this data had been presented at a Rotary club meeting in the context of concerns about classroom space and school closures. She indicated that there was data for each district and that there were some disparities at that level. Jing indicated that he would get that information also. Several ways to use this data were discussed including using it to inform outreach, marketing and recruiting efforts and in examining the trends in the lower grades. John Sewart noted that similar data is on the State Department of Education datamart and can be "sliced and diced" in a variety of ways. Jing also handed out data related to Fall 2007 majors. Vicki noted that these are self-declared and Jing

pointed out that ESL is not a major. Jing also brought the group's attention to high count items like nursing, life sciences.

Jing distributed data about Median Home prices in the area and noted how these prices will affect local and state budgetary pictures.

Jing also distributed various demographic data charts from ESRI. The information is based on economy and census bureau data and reflects SMCCCD's planning horizon (2012). Jing noted that he has all of these files in excel and that we own the data.

Jing handed out information regarding institutional capacity for diversity from the state chancellor's strategic plan and noted that this will be an area of interest in terms of SMCCCD's plan

Finally, Jing handed out an assortment of "Fast Facts" from the CC league.

#### 6) Potential planning assumptions

Finally, Jing handed out a draft of some potential planning assumptions. He noted that these were for brainstorming purposes only and not for distribution. He asked how the group wanted to proceed in terms of the planning assumptions. Tom noted that we needed to keep in mind accountability and student learning outcomes as they are developed. Vicki noted that there would need to be ample input before they were finalized. Martha Tilmann noted that outcomes must be measurable. Jing said that there would be more about planning assumptions at the next meeting.

#### 7) Other

\*Including identification of existing data already collected