



## **Strategic Planning Advisory Council**

January 10, 2005

2:00 p.m. – 4:00 p.m.

District Office, Governing Board Room

### **Members Present:**

Pat Case, Larry Christiansen, Carl Couch, Rick DeGraw, Lionel Diaz, Georgia Gudykunst, Maria Harper-Marinick, Rosemary Kesler, Willie Minor, Earl Monsour, Janet Ortega, Kristine Ouzts, Janice Reilly, Linda Rosenthal, Doug Sawyer, Steve Schenk, Sandra Stuebner, Debra Thompson, Ruth Unks, Kevin Vahle

### **Welcome**

Members were welcomed to the Strategic Planning Advisory Council meeting and the agenda was reviewed. Dr. Maria Harper-Marinick was introduced as a new member of SPAC. Dr. Harper-Marinick is currently serving as Acting Vice-Chancellor of Academic Affairs, temporarily replacing Dr. Solley on the council.

### **Minutes – October 25, 2004**

The minutes from the October 25, 2004 Strategic Planning Advisory Council were approved.

### **Values & Guiding Principles Update – Dr. Leonard O’Brian & Dr. Debra Campbell**

Drs. Leonard O’Brian and Debra Campbell provided an update on the MCCCCD Values and Guiding Principles. Leonard and Debra have used work previously done by SPAC, other colleges, and what MCCCCD currently has to draft revised MCCCCD Vision and Values. In the revised version they have listed the Mission first, Vision and then Values. Linking the Vision to a Philosophy of Education and linking the Values to a more detailed Statement of Values. Once SPAC’s comments are incorporated in the revision, Drs. O’Brian and Campbell will begin bringing the draft to campuses for comment. The overall reaction from the council on the draft was very positive.

The council offered the following comments:

- Why include the term “good” with goals
- Strike “most” from “most people develop continuously, throughout life”

- Question the word “flourishing”
- This is the first time what we have been saying for years has been put into words
- Think this will be read and well liked
- Suggest sharpening link to Philosophy of Education
- Use more common words, less academic words

**November 10<sup>th</sup> Governing Board Retreat Follow-up – Group Activity**

The council was asked to review the results of the group activities from the November 10<sup>th</sup> Governing Board Retreat and answer the following.

1. Summarize/synthesize why we think people voted for the bond in such an overwhelming manner?
2. Synthesize major themes from the What Matters Most activity at the November retreat for possible use in setting indicators and implementing a balanced scorecard.
3. What strategies might the district use or continue to maintain the connections built over the past couple of years?

**Group 1:**

Question 1:

- Trust us – Deliver quality education programs for a good value and respond to community needs
- Strong approval going in
- Aggressive campaign
- We listened
- Communicated what we will do with money
- Cohesiveness of employees
- Communication
- Connecting with community

Question 2:

- Open and honest internal and external communication
- Validation of the importance of education
- Services we offer are valued
- A need for us to expand our understanding of what student success means
- Community and economic development
- We are the entry point for a growing number of students and for some the only entry point
  - Access
  - Opportunity
  - Excellence

Question 3:

- Need to continue to reach out to the communities
- Constant communication has to be part of our culture
- Formal strategies
- Continue formal media campaign about us and experience of students
- Grass roots communication
- Continue clear communication for internal and external communities of what we are doing with the bond
- Balanced scorecard/dashboard
- Bond report card
- Translate things (buildings, computers, etc.) to bond \$ and impact on students

**Group 2:**

Question 1:

- Confidence
  - Trust
  - Reputation
  - We deliver
- Quality Education – Economically
- ASU & Other tuition increases
- Access
- Something for everybody
- Simplicity of wording
- Inclusiveness in vote – All or nothing
- Listening Sessions
- Advertising
- Opposition minimal – 2 Groups
- Stable Governance

Question 2:

- Delivery of services
- Student learning and goals
  - Faculty/student ration/diversity of programs
- Community Services – Resources
  - Outreach programs
  - Radio
  - TV
  - Culinary
  - Into the Streets
  - Etc.
- Partnerships
  - Business
  - K-12
  - Other Higher Ed

- Value to Society
- Offer opportunity
  - What ever they seek
- Quality Workforce at Maricopa Community Colleges
  - Foster positive work environment

Question 3:

- Continue Inclusion
- Increase Employee/Group Involvement with community groups
- Increase volunteerism
- Routine/Annually report activities/accomplishments
- Listening sessions – more open/less staged
- More good stuff in the press

### Beyond Boundaries Implementation and Reporting – Group Activity

Using Chancellor Glasper’s Beyond Boundaries speech and the goals he identified for Maricopa Community Colleges, the council was asked to answer the following.

For each goal, to what extent can the goal be achieved:

- By individual college or DO planning and action
- By a focused district-wide effort; which existing or new council, office or group should take on this assignment
- Who should be the champion for each goal?
- Progress reports to the internal and external community are critical; what kind of reporting should exist?
- Are there particular implementation issues we should keep in mind or strengths we can build as we proceed?

The council provided the following feedback. SPST will incorporate the feedback provided and complete the matrix, bringing their input back to SPAC for review.

### Beyond Boundaries

Goal	College	D-W Who	Mechanism for Monitoring Goal	Overall Responsibility for Gathering	Comments
#1					
#2	College programs seek to create partnerships	Programs that need district wide support to fund		Partnership of Workforce Development DIs Occupational Deans	

Goal	College	D-W Who	Mechanism for Monitoring Goal	Overall Responsibility for Gathering	Comments
				Work with Cooperative Ed. Coordinators at each college	
#3	<p>Connection between departments/committees Volunteerism, service learning</p> <p>Low cost of rental of our facilities for communities</p> <p>Partner with neighborhood groups to provide facilities</p>	Deans of Students - Sharing of best practices		<p>Dean of Admin Services</p> <p>Community Ed Programs</p> <p>Dean of Students</p>	Liability is a challenge
#4		Government Relations			State & Federal Government
#5	Colleges who are at the edge of the county (focus on high cost programs)	ACCA, President's Councils, AAGB			Way we are funded there difficulty with this
#6		<p>Chancellor &amp; Board to allow employees to use hours of accountability for this</p> <p>Have employee groups discuss this and make recommendations to the Chancellor and Board</p>			
#7					
#8					
#9					
#10					
#11					
#12	Every college already plans to meet enrollment	<p>Enrollment growth funding (FAC)</p> <p>Occupational Deans</p> <p>ACE &amp; similar programs</p>	<p>Indicators reports on enrollment</p> <p>Monitor students who want to be enrolled and are not enrolled</p>	Reports available	Focus on cost for students who do not resources

**Calendar through FY05-06**

Georgia Gudykunst distributed a draft strategic planning calendar for SPAC. Due to time, the calendar will be reviewed with the council at their next meeting.

**Other**

There were no other items discussed at the meeting.

**Next Meeting**

March 10, 2005 / 2-4 p.m. / Rio Salado College, Conference Center