



**Strategic Planning Advisory Council**  
**March 22, 2007**  
2:30 p.m. – 4:30 p.m.  
Rio Salado College, Conference Center

**Members:** Jean Abel, Pat Case, Jeanne Christen, George Gregg, Maria Harper-Marinick, Linda Hawbaker, Pat Honzay, Michael Metzgar, Gaye Murphy, Melinda Ornelas, Linda Rosenthal, Jane Saldana-Talley, Debbie Thompson, Linda Thor, Teresa Toney, Ruth Unks, Judy Holley—recording.

**Guests:** Matt Ashcraft, Jan Binder, Jann Contento, Mary Day, Georgia Gudykunst, Cathy Hernandez, Damita Kaloostian, Laurie Pemberton, Christina Santacruz, John Snelling, Susan Starrfield.

**Welcome & Introductions:**

Debbie Thompson welcomed everyone and shared that our main agenda will be a Wiki demonstration that is a tool that could be used to collaboratively do environmental scanning. This year's goal is to have all colleges participate in the environmental scan.

**Overview - Environmental Scanning Process & Tools for Collaboration. Damita**

When we first began exploring the use of a wiki to facilitate MCCC's environmental scanning efforts, several different types of wiki's were researched. We looked at hosted, public and home-grown wiki's.

Based on this research, BrainKeeper was determined to be one of the better options based on a variety of factors such as ease of use, the resources required for implementation, and cost. BrainKeeper is a hosted enterprise wiki that provides a centralized repository to collect information and to collaborate with others across the District. Additional information about BrainKeeper can be found at: [www.brainkeeper.com](http://www.brainkeeper.com).

**Some of the key features of BrainKeeper:**

- **Workspace-** Workspaces serve as the broad categories in which information is grouped and organized. All workspaces are maintained within the same BrainKeeper system, and permissions determine who can read, change or add content to the workspace.
- **Pages-** Pages are the primary way of storing and sharing information in BrainKeeper.
- **Sub-Pages-** Provide relevant information to pages
- **Attachments-** BrainKeeper allows you to attach files to any page. All attachments are fully versioned, with descriptions by their author - allowing you to understand why files were attached and for what purpose. Attached files are easily downloadable and can be linked like any other page in the system.
- **Searches-** Everything in BrainKeeper is indexed by the search engine, which allows you to search within a particular workspace or across all workspaces included in your BrainKeeper system.
- **Alerts-** BrainKeeper alerts you to new and updated content in your site by sending email and through RSS (Really Simple Syndication).

Damita demonstrated a straw model Environmental Scanning Wiki the IE Office set up using BrainKeeper using last year's scanning categories.

**Implementation Issues:** Individual groups were asked to respond to three questions to be addressed prior to implementing a Wiki:

1. What is SPAC's role in the environmental process? (orange sheet)
2. Review the suggestions for scanning categories (blue sheet). Identify the top five categories you think we should begin with along with potential workgroup members to participate in each of the five categories you select. As you think about potential workgroup membership, consider...
  - o Individuals with known expertise and knowledge
  - o Council, employee group representation
  - o Functional area representation
3. How we can ensure meaningful participation in scanning workgroups?

Groups were provided with some working assumptions and wiki workgroup roles:

### **Assumptions**

- o A workgroup will be established for each environmental scanning category we agree to monitor.
- o Each workgroup will be comprised of approximately 5-10 members.
- o Each workgroup will designate a lead.
- o Source, style & etiquette guidelines will be established prior to implementation.
- o This is a pilot project that may be expanded to enterprise access.

### **Role of Wiki Workgroup Member**

For their assigned scanning category...

1. Monitor information sources and contribute source articles and other information.
2. Contribute to *Findings and What it Means to MCCC?* sections of the Wiki.
3. Monitor category content for edits/additions.
4. Forward relevant information sources to the appropriate 'Lead' of other workgroups.
5. Comply with established source, style & etiquette guidelines.

### **Role of Wiki Workgroup Lead**

All responsibilities of scanning workgroup member plus...

1. Incorporate information sources forwarded by other scan teams (see #4 above).
2. Promote active participation of workgroup members.
3. Ensure source, style & etiquette guidelines are met.
4. Represent their workgroup in creating a summary report that supports district-wide strategic thinking and planning.

### **Role of Wiki Administrator**

1. Maintain user logins and access authorizations.
2. Create workspaces for new scanning categories as needed.

## **Combined Responses to the Three Questions:**

### **Question 1: What is SPAC's role in the environmental process?**

- Recommend, not 'establish' goals, priorities and directions (Roles & Responsibilities #5)
- Recommend and prioritized directions
- Oversee/coordinate/set direction by identifying what, who, resources for, as needed
- SPAC - assess own effectiveness and effectiveness of District to meet goals
- Revisit mission
- Continue to collect/prepare Strategic Plan
- Needed to support strategic planning
- Quality assurance; accountability
- Encourage critical thinking
- Drive allocation of dollars
- Cross-functional group
- Ensure scanning takes place
- Wiki activities (# 4 emerging issues)
- Requesting people & resources needed of environmental scanning
- Identifying key areas
- Identifying key topics
- Identifying individuals for workgroups
- Body to receive info
- Receive draft to provide input
- Keeps it up & running
  - Provide IT Technology Piece – share funding among colleagues
- Contribute college-based articles
- Development of timeline
- Communication of resource
  - How it will be used, etc.
- What is appropriate to post?
- Publicly displayed?
- Serve in advisory capacity
- Ensures most recent info is available
- Disseminate info to groups for decision making
- Alluded to in #3, #4, & #6 but not stated

### **Question 2: Identify the top five categories you think we should begin with along with potential workgroup members to participate in each of the five categories you select.**

#### Top 5 Trend Categories to Start With:

- 5 votes – Economy/Workforce
- 4 votes – Social, Political/Legislative (National Issues)
- 3 votes – Stakeholders
- 3 votes - Education
- 3 votes – Internal

## Potential Workgroup Members Identified by Trend Category

<b>Economy/Workforce</b>	
<ul style="list-style-type: none"> <li>• ASU –Economic Development Group</li> <li>• Business &amp; Industry</li> <li>• Career Services/Career Development Council Rep</li> <li>• Center for Teacher Ed/Cheri St. Arnauld</li> <li>• Center for Workforce Development</li> <li>• Community Resource (e.g. DES, Cities, Chamber of Commerce)</li> <li>• Don Webney – State Economist</li> <li>• Economic Instructional Council/ Economics Faculty</li> <li>• ESL/ABE Program</li> </ul>	<ul style="list-style-type: none"> <li>• Instructional Council's for Workforce/ Program Directors</li> <li>• Director Health Care Ed/ Health Careers</li> <li>• Institutional Research</li> <li>• Information Technology Advisory Council</li> <li>• Librarian</li> <li>• MAG</li> <li>• Occupational Deans</li> <li>• Students</li> <li>• VP's Admin</li> <li>• VP's Student Affairs</li> <li>• Workforce – OCCED</li> </ul>

<b>Social, Political/Legislative (National Issues)</b>	
<ul style="list-style-type: none"> <li>• Civic participation (e.g. Arizona Issues Forum)</li> <li>• College Advancement</li> <li>• College Safety</li> <li>• Dr. Helfgot</li> <li>• Facilities/Planning</li> <li>• Faculty (i.e., POS, LAS, etc)</li> <li>• Georgia Gudykunst</li> <li>• Government Relations</li> <li>• Institutional Research</li> <li>• Legal Services Rep</li> <li>• Librarian Lobbyists</li> <li>• Occupational Deans</li> </ul>	<ul style="list-style-type: none"> <li>• Political Science, Sociology Instructional Councils</li> <li>• Rep government &amp; legal affairs</li> <li>• Service Learning</li> <li>• Student Affairs</li> <li>• Student rep</li> <li>• Sustainability Leadership (many at CGCC are at forefront on this; ASU as resource, Morrison Institute, ASU School of Business)</li> <li>• VP Student Services</li> <li>• VP Administration</li> </ul>

<b>Stakeholders</b>	
<ul style="list-style-type: none"> <li>• CPAC- Civic Participation Advisory Council</li> <li>• Center for Civic Participation</li> <li>• Center for Workforce</li> <li>• Community member /Community Partners (i.e. Chamber of Commerce)</li> <li>• Donna Schober (Community Advisory)</li> <li>• Faculty Senate (FEC) Rep</li> <li>• Government Relations/Lobbyist</li> <li>• Human Resources</li> </ul>	<ul style="list-style-type: none"> <li>• Institutional Research</li> <li>• Maricopa Foundation</li> <li>• Occupational Deans</li> <li>• Public relations</li> <li>• Representative Employee Groups (all cpd)</li> <li>• Rep from our largest employer</li> <li>• Student</li> <li>• Teresa Toney (Community Ombudsman)</li> <li>• VP's Student Affairs</li> </ul>

<b>Education</b>	
<ul style="list-style-type: none"> <li>• Academic Affairs</li> <li>• Arizona State Dept of Education</li> <li>• Center for Teacher Ed</li> <li>• College University Relations/Articulation Coordination</li> <li>• Education Instructional Council</li> <li>• Faculty</li> <li>• Institutional Research</li> <li>• Information Technology Advisory Council</li> <li>• ITLC</li> <li>• Librarian</li> </ul>	<ul style="list-style-type: none"> <li>• MCLI</li> <li>• Outside resource- e.g. someone familiar with P-20 Council (Cheri St. Arnauld)</li> <li>• Principles of our 2 Charter Schools</li> <li>• School Superintendents</li> <li>• Student Affairs</li> <li>• Student (e.g. Public Policy Forum)</li> <li>• Think Tanks</li> <li>• Tonya Drake</li> <li>• VPAA</li> </ul>

<b>Internal</b>	
<ul style="list-style-type: none"> <li>• Academic Affairs</li> <li>• Administrative Services (Finance)</li> <li>• Business Services Rep</li> <li>• CEC</li> <li>• Constituent Groups</li> <li>• District Councils</li> <li>• District Offices (Divisions)</li> <li>• Diversity Manager</li> <li>• Faculty (F.E.C. Rep)</li> <li>• FR &amp; D (Facilities Planning)</li> </ul>	<ul style="list-style-type: none"> <li>• Governing Board Member</li> <li>• Institutional Research</li> <li>• Long-term Maricopa employee who are the “institution memory”</li> <li>• Ombuds Person (Internal)</li> <li>• Policy Group Reps</li> <li>• Student Services</li> <li>• Student</li> <li>• TLC (Tech Council)</li> <li>• VP of Student Affairs Rep</li> </ul>

Other Trend Categories not in the top 5 include:

**Demographics (2 votes)**

- IR
- Librarian
- Student Services
- HR Person
- Include outside community resource (non-Maricopa person)
- A student

**Market Intelligence (1 vote)**

- Advisory Council for Occupational Programs
- IR Offices
- Marketing
- VP Academic Affairs (Completion)
- VP Student Affairs

**Accreditation & Accountability (1 vote)**

- Researcher as lead
- Faculty
- Internal Audit Rep
- College that recently went through HLC Accreditation
- Miscellaneous Rep (Ruth Unks)
- Dr. Harper-Marinick

**Question 3: How we can ensure meaningful participation in scanning workgroups?**

- Clear direction (top down)
- Introduce timeline consistent with Strategic Planning Process
- Marketing; Modeling, Sharing Benefits
- Some people like and are good at this
  - Need to tap those people
  - Important “Who” the invitation to participate comes from
- Recognize who are the “establishers” of innovation
- Strong workgroup leader
- Find a way to appeal to people
- Required as part of job (Expectation)
- Avoid negative expectation
  - Info overload vs. information useful
  - Highlight ability to quickly search

- Support from employee workgroup members Sup/Mgr
- Individual who will be able to allocate time
- Those from Councils ask their representative what is going on & share info
- Get word out through councils and other means
- Student input (i.e. student gout/former students)
- Reach out to communities about our efforts
- If info is used, people will be more willing to participate
- Illustrate how info can be used
- Fact that keeps evolving
- Easy to find & use
- Connectivity to activities
- Repository for info activities
- Allow people to input their products & ideas
- Distribute information to raise importance
- Avenue for disseminating info
- More linkages (Identify)
- Know how Wiki works
- Training to use tools (Wiki)
- Technical Liaison
- Quality Control/Assurance
- Accountability
- Nominate for League of Innovation
- Innovative process in Higher Ed

**Homework for SPAC Members:**

1. Talk with people you represent (your college, employee group and/or council) about using BrainKeeper to collaboratively do environmental scanning.
2. Find out how this scanning process can “mesh” with colleges’ processes.
3. Report back findings at April 25<sup>th</sup> meeting.

**Continue to Address Implementation Issues:**

- Agree upon Source, Style & Etiquette Guidelines
- Establish workgroups
- Establish timeline/calendar
- Conduct Wiki training

**Next Steps:**

- Source, Style & Etiquette Guidelines
- Discussion of how process can “mesh” with colleges processes
- Timeline
- Wiki training

The meeting concluded with a plus/delta.

<b>Plus</b>	<b>Delta</b>
Great to have George (student) attend	Challenge hearing at times
Great demo, got to core	
Lots of synergy	
Wiki setup looks good, clean	
Had a lot of fun	
Good facilitation	

**Next meeting for SPAC.** April 25, 2007, 2:30 – 4:30, RIO Conference Center