

**SAN DIEGO COMMUNITY COLLEGE DISTRICT
STRATEGIC PLANNING COMMITTEE**

**April 6, 2005
District Office, Room 245**

PRESENT:

Libby Andersen	Faculty – City College
Elizabeth Armstrong	Vice President, Instruction – Mesa College
Julianna Barnes	Dean – Miramar College
Robin Carvajal	Executive Director – ETi
Pam Deegan	Vice President of Instruction – Miramar College
Salley Deaton	Academic Representative – City College
Pat Fernandez	Accounting Technician – Continuing Education
Bill Grimes	Manager, Institutional Research & Planning – District Office
Rich Grosch	Board of Trustees (Ex-Officio)
Dan Gutowski	Hourglass Park Coordinator – Miramar College
Hutch Hutchinson	Associate Dean – Continuing Education
Otto Lee	Interim Assistant Chancellor – District Office
Sy Lyon	Dean – Continuing Education
Mary Lee Meiners	Academic Representative – Miramar College
Ray Ramirez	Dean – Continuing Education
Monica Romero	Career Guidance and Transfer Supervisor – Mesa College
Desiree van Saanen	Classified Senate President – City College

ABSENT:

Terry Burgess	President – City College
Constance Carroll	Chancellor
Gail Conrad	Academic Senate President – Mesa College
Dave Evans	Dean – Mesa College
Mary Granderson	Business Services – City College
Carl Luna	Academic Representative – Mesa College
Anne Jacobs	Student Representative – City College
Kathy McGinnis	Academic Senate President – City College
Pat Mosteller	Academic Senate Vice President – Continuing Education
Wheeler North	Academic Senate President – Miramar College

CALL TO ORDER:

Meeting was called to order at 4:38 p.m.

I. WELCOME AND ANNOUNCEMENTS

Libby Andersen briefly reviewed the agenda with the committee
Otto Lee introduced Carl Luna who is the new replacement for Carolyn Buck.

II. APPROVAL OF MINUTES

Minutes for March 2, 2005 were approved as amended (M/S/C)

III. REPORT FROM ENVIROMENTAL SCAN SUB-COMMITTEE (Handout)

Liz Armstrong reviewed the handout with the committee as follows:

Theme to include in the RFP

- Environmental Scan should be prepared at multiple levels
- Scanning Process is sustainable
- Broad List of Measurements (metrics)
- High Level of Collaboration and Participation within the institutions.

Defining the scope, goals, and objectives of the RFP

- Strongly connected to our strategic planning process
- Incorporates business intelligence and analytics into the metrics identified
- Training components
- Survey or have direct experience with metrics used successfully by other community colleges
- Open to future, longer-term relationships with the vendor if key conditions are met

Scope of Data for RFP

- Demographics
- Economics, Jobs & Labor Market
- Community, Culture & Environment
- Education Partners & Competitors
- Public Policy – Local, Regional, State, Federal

Comment(s) and Question(s):

Suggestions:

- The sub-committee will play an on-going role in the process.
- Under Demographics, add a survey for military employees in San Diego County, base closures and related defense work.
- Under Economics, add components that survey employee wages, benefits and healthcare premiums rate of uninsured.
- Under Economics, add a survey for the cost of housing
- Conduct a priority analysis of all the information requested

1. ***Will the consultants be supplying a SWOT analysis and an index indicator? Does the plan indicate that proprietary schools are being surveyed?***

The consultants will propose various analysis techniques. Proprietary schools will be included.

Otto Lee added that we would like to get the consultant on board by the early part of June; with the timeline of the actual scan being conducted during the summer months. Otto also reported that he spoke with the District's contracts department regarding the RFP and found that according to our state regulations this particular process does not have to go through the formal RFP process. Essentially he will be creating a letter

that will be disseminated to interested parties with a request for any proposals to be sent back to us by mid-May.

Rich Grosch also thought the layout of the process was very well done. He will be taking the information back to the Board for review.

IV. PROGRESS – SYSTEM PROCESSES SUB-COMMITTEE

Pam Deegan gave an overview of the progress for the System Processes committees as follows:

The committee’s hope is to make this District as efficient and user friendly as possible. In an attempt to do that, we have chosen to do process mapping. This is where you are able to review your different processes to see if they are timely, efficient, do they work or not work, and if they could be better or streamlined in away that makes them more effective. The committee met three times (twice with the Orion Group) to do the process mapping with the District as an entity and the colleges as an entity. We also would like to meet with IT soon. A few issues tied to technology in the District have been identified and will be brought to the larger committee. It is hoped that once the pilot is completed with IT, process mapping can then occur within other departments such as Facilities and Human Resources. The overall goal is to have a more efficient process throughout the whole District. We will be meeting throughout the summer with our larger group to incorporate the faculty in the fall with the goal of completing the pilot by mid-Fall.

Comment(s) and Question(s):

- 1. Do you have a couple of resources that will give some insight as to what process mapping is? We have some training manuals for anyone that is interested in the process.*

Otto Lee asked the sub-committee if they were able to create a list of the parking lot issues along with recommendations as to which issues we should tackle first. Otto would like to set aside the May 4, 2005 meeting for the process committee to give the group a detailed overview of their project.

Pam Deegan responded that they have not done extensive research on the “parking lot” issues. However, the project selected will cover some of the parking lot issues.

**V. PROGRESS – VISION AND ARTICULATION SUB – COMMITTEE
(Handouts)**

Monica Romero reviewed the vision process as follows:

VISION:

What is a Vision/Mission:

- **Vision** – A vision should define what could be.
- **Mission** – A mission defines what should be

See handout for more detail and sample Vision/Mission

The Process:

The process for developing the SDCCD shared vision is a collaborative, inclusive and transparent process to ensure that all SDCCD employees have a voice.

Key Ideas and Concepts (all of SDCCD entities):

- **Basic skills, GED prep, high school diploma classes**
- **Beautiful campus**
- **Celebration of each other**
- **Change agent**
- **Co-curricular activities/recreation**
- **Collaboration & Partnerships**
- **Common purpose is ourselves**
- **Community development**
- **Community hub-focal point of engagement**
- **Continually learning**
- **Continuous cycle of program review and assessment, planning, and resource allocation**
- **Cross engagement-internal and external**
- **Diversity in all of its manifestations**
- **Economic development of the community**
- **Educating the whole person**
- **ESL classes**
- **Essential student support services (disabilities)**
- **Holistic approach to student education**
- **Interdisciplinary approach to learning**
- **Life long learners**
- **Literate in information technology**
- **Lower division and general ed. that lead to an AS or transfer to 4 yr.**
- **Parent education**
- **Seamless education with high schools**
- **Service learning/volunteerism**
- **Shared governance & communication**
- **Student learning**
- **Support of family**
- **Transparent communication**
- **Vocational training**
- **World of change/globalization**

Question(s) and Comment(s):

1. *Sometimes one speaks of “mission, vision and value.” I do not see where you included “values?” The inputs included values because each of the colleges had different areas so we just took everything and included them altogether.*
2. *Has there been a request from each of the campuses that there is a need for a “mission” and “vision?” We are not trying to change the mission and visions of the individual institutions we are trying to create one for the District as a whole.*

3. *When you go out and interview at the site level, will the questions be directed on what the vision and mission is for that unit in particular? Will the perspective be coming from the individual section? Or will you be leading the questioning strategies to get more of a holistic view of what the District's vision and mission is? The way we started the list was that we took each of the institution's visions, values, and priorities and actually created on big list with them all listed. Once we pulled them altogether, we found that the institutions, with the exception of the District, were all on the same page. We then took the various statements and combined them into one.*

ARTICULATION: (Handout)

Ray Ramirez reported that the committee is requesting to have other sub-committees formed for at least the articulation and website. He also gave a report on the articulation process as follows:

Definition of What Articulation Means

List of definitions from the dictionary

Some of the Tasks to Accomplish to Achieve this Goal

- Define who we are by describing our parts and then define how we currently articulate.
- Develop the methods and manner by which the SDCCD Strategic Planning Committee articulates with our institutions and components, in part and as a whole.
- Develop an open and transparent process of continual update to our existing articulation efforts.
- Regularly evaluate this change process to ensure meaningful, value added transitions that improve upon employee well being, fiscal responsibility, and a general progress towards meeting all the needs of our students and community in a current and timely manner.

Timeline and Process

In planning stages.

WEBSITE: (Handout)

Ray Ramirez reviewed the website handout as follows:

Website Ideal Characteristics

- Interactive
- Informative
- Effective
- Subject to a user evaluative process (CQI).
- Is inclusive of everyone in the district.
- Has a "parking lot" feature for idea banking.
- Has "links" to the community and beyond, including all the sites contacted in the environmental scan process.
- Is assigned a webmaster who maintains the site as a function of his/her regular work assignment.
- Is visually appealing and user friendly.
- Is linked to other similar websites, e.g., SDSU.

- Has a directory feature that includes people, minutes of major meetings in the District, and other useful information for users.
- Is open and transparent.
- Includes budget information to the degree of openness possible.
- Includes a list of district partners and links to those.
- Other

Otto Lee asked that April 20, 2005 be set aside for the Vision and Articulation Committee to go over the Strategic Planning website with the entire committee.

VI. UPDATES ON PILOT PROJECTS FROM EACH INSTITUTION

CITY COLLEGE (Handout)

Salley Deaton reported that City College will not be able to meet the April 20, 2005 deadline since the deadline for submission on their proposals is May 1, 2005. Salley gave an overview of their process as follows:

- Short Summary that explains project and requirements
- Criteria Developed by Strategic Planning Committee (listed)
- The Campus Accreditation Recommendations (listed)
- City College Philosophy (listed)
- City College Mission (listed)
- Institutional Priorities for 03/04 Master Plan
- Program/ Project Description (Form)

MESA COLLEGE (Handout)

Liz Armstrong reported that they will be able to make the April 20, 2005 deadline and she gave an overview of their process as follows:

- Short Summary that explains the project
- Pilot Project Criteria Strategic Planning Institutional Priorities)
- Pilot Project Funding (One Project or Multiple projects for up to \$10,000)
- Who May apply (Individuals or Groups of Individuals)
- Deadline (12 noon on Friday, April 1, 2005)
- Project Timeline and Completion Date (Project completion December 9, 2005)
- Attached Pilot Project Proposals (19 proposals to choose from)

MIRAMAR COLLEGE

Dan Gutowski reported that Miramar has already made a decision on doing the Process Mapping for their pilot project. They have already begun the process by sending two people to North Carolina to get training on process mapping with The Orion Group. A kickoff meeting looked at program review as Miramar's goal to integrate each of our shared government/review processes. There were a number of follow up meetings and a review module developed. Juliana Barnes reported that the pilot idea went directly to our Executive Committee that consists of all the presidents and vice presidents of each of the constituents who made the decision to fund the process mapping project.

CONTINUING EDUCATION

Ray Ramirez reported that Continuing Education has not received any proposals for the funding as of yet; however, they were given the April 20, 2005 deadline. A shared governance meeting is scheduled and questions about the projects will be asked at that time.

ETI

Robin Carvajal reported that ETi is currently brainstorming to come up with an idea and is focusing on the collaboration and outreach concept as well as being able to connect more with the other institutions. They will be able to meet the April 20, 2005 deadline.

VII. CALIFORNIA COMMUNITY COLLEGE SYSTEM STRATEGIC PLAN

Otto Lee reported that California Community Colleges System will be having their State Regional Strategic Planning meeting in San Diego on May 12, 2005. He would like Chancellor's Cabinet to allow space for some of the members from this committee to be selected for attendance along with individual institution representatives.

VIII. MEETING ADJOURNED AT 6:25 P.M.

The next Strategic Planning Committee Meeting is scheduled for Wednesday, April 20, 2005 from 4:30 p.m. - 6:30 p.m. at the District Office in Room 245.

Recording Secretary, Chantaya Robinson - District Office
Otto Lee, Interim Assistant Chancellor 388-6965