

STRATEGIC PLANNING COMMITTEE (SPC) MEETING

Monday, November 12, 2007; 9 - 10 a.m.
Room 3-106 (Prescott) and Room J-107 (Verde)
1100 E. Sheldon Street, Prescott, Arizona 86301
(Accepted as Amended 12/13/07)

THOSE PRESENT:

Frank D'Angelo
Barbie Duncan
Utpal Goswami
Lisa Griest
Chris Heyer
James Horton
Tom Hughes

Rose Hurley
Diane Mazmanian
Tom Schumacher
Adrienne Tabar
Sandra Thurman-Jackson
Barbara Wing

THOSE ABSENT:

Patrick Burns
Todd Conaway
Scott Farnsworth
Bob Lynch
Sue Sammarco

- I. Review of Minutes from the September 21, 2007, Meeting – All committee members in attendance were in favor of accepting the minutes from the September 21, 2007, meeting, as presented. Review of action items:

ACTION ITEM: Dr. Horton requested that Tom Hughes investigate if CCbenefits can assist with the above District Governing Board requirement [reporting data to the Board].

- CCbenefits has merged with its sister company and is now known as EMSI (Economic Modeling Specialists, Inc.) and EMSI has informed us that they will do customized reporting on a consultant basis. (Note: EMSI can provide data down to the zip code level whereas other companies provide data down to the county level.)
 - ✧ EMSI now utilizes Strategic Advantage, a web-based analysis platform providing users with access to industry clusters defined by Purdue Center for Regional Development.
 - ✧ Other on-line planning tools available to assist in providing data to the Board are ASU Arizona Dashboards, which provide economic and social indicators, and Arizona Prospector, which provides property searches and community profiles down to the county level; this site also includes building information – all available at no cost.

ACTION ITEM: Tom Hughes will send another announcement concerning forwarding completed departmental plans to him for placement on the strategic planning website.

- Many completed departmental plans – academic and nonacademic – have been forwarded for uploading to the Strategic Planning website.

ACTION ITEM: Sue Sammarco will provide smaller posters to Rose Hurley for inclusion in new employee orientation packets.

- Smaller (8 ½ x 11 ½) posters have been forwarded to Human Resources and are being included in the new employee orientation packets.
- Other action items will be discussed further in this meeting.

II. Strategic Planning Update –

- Departmental Plans: Discussed above.
- Planning Cycle: We are currently on Stage 5 and pretty much on-cycle. Dr. Horton, Dr. Goswami and Bob Lynch plan on conducting open forums on planning and other college activities, beginning with Verde Campus, the week after Thanksgiving. The open forum on Prescott Campus will take place the following week, if schedules allow.

ACTION ITEM: Tom Hughes will contact Marilyn Yetter and Billie Smith to request that they coordinate the above open forums.

- ☒ The decision was made to add two boxes under Stage 6 (December): (1) Mid-year Employee Performance Reviews and (2) Update Strategic Initiatives Document.

ACTION ITEM: Sandra Thurman-Jackson will revise the Yavapai College Planning Cycle to reflect the addition of the two boxes under Stage 6 (performance reviews and updating strategic initiatives document).

- On-Line Comment Form: To address the problem of receiving 40-50 spam messages per day via the on-line comment form on the SPC website, we will request the addition of an encrypted password that will need to be entered in order to input an on-line comment.

ACTION ITEM: Tom Hughes will discuss the possibility of adding an encrypted password for the on-line comment form with Patrick Burns.

- ☒ An on-line comment was received regarding the need for signage on Hwy. 89 for Verde Campus.

ACTION ITEM: Tom Schumacher will follow-up with ADOT and Dr. Horton will follow-up with Jo Berger regarding placing signage on Hwy. 89 for Verde Campus.

- Enrollment Forecast and Update: Overall, enrollment looks quite healthy in relation to our forecasts. EMS enrollment is lower than anticipated; however, it is anticipated that the enrollment will increase in the spring semester. Additionally, Bradshaw Mountain High School pulled out some of their dual enrollment in fall; again, it is anticipated that the dual enrollment will be reinstated during the spring semester.
- New Strategic Planning Poster: The new strategic planning posters depicting Yavapai College's seven strategic initiatives have been distributed throughout the district. If you see any obsolete posters depicting only four strategic initiatives, please pull those down.

III. SPC Membership – Dean's Input – At our last SPC meeting, we discussed expanding the SPC membership; the campus deans were invited to make recommendations for additional members. To date, we have not received any recommendations from the deans.

- Discussion ensued concerning the pros and cons of growing the SPC membership. The general consensus is that the SPC membership, as it is, is appropriate and all areas of the college are represented.
 - ✧ Suggestion: add a roving membership from Chino Valley and Prescott Valley; ask Susan Howery and John Morgan to make recommendations for the roving membership.
 - ✧ Suggestion: announce (via Newsflash?) all of the SPC meetings as open meetings and invite everyone to attend.

IV. Quarterly SPC Update from President Discussion – The decision was made to publish a regularly scheduled strategic planning update communication from the President.

- Discussion ensued regarding how to disseminate the publication, i.e. hand delivered at Employee Day, colored paper delivered to each work station, email with President's logo, etc.
- The PLT priorities for 2008/09 will be established in December; those priorities should be presented in the first publication.

ACTION ITEM: Tom Hughes will work with Sue Sammarco to develop the strategic planning update publication from the President.

V. SPC Student Involvement –

- Student intern: an invitation was sent to a student who had expressed interest in serving as an intern on the SPC and the student never responded to the invitation. The ~~Yavapai College Student Council~~ Student Leadership Council will be established in January 2008, and a representative from the student council would be appropriate as an intern on the SPC.

VI. Higher Learning Commission Update – Planning and Assessment Follow-up Reports –

- Planning and outcomes assessment follow-up reports are due to the HLC/NCA April 30, 2008. Tom Hughes is working on the follow-up report for planning and stated that someone needs to be responsible for producing the follow-up report for outcomes assessment.
 - ✧ Chris Heyer stated that she and James Perey are working together and formulating their plan for writing that follow-up report.
 - ✧ Discussion ensued regarding the current status of outcomes assessment. Dr. Goswami informed the group that the SLOA (Student Learning Outcomes Assessment) Committee is responsible for outcomes assessment; that there is a copious amount of data that has been captured concerning outcomes assessment. Now, it is a matter of flushing out the data to make decisions on how to move forward with the outcomes assessment process.

VII. Strategic Initiatives Update Discussion – The only change to the strategic initiatives document was on strategy 1.2.8 – same verbiage applied to a new action item 1.2.10, changing the word “develop” to “implement.”

ACTION ITEM: Tom Hughes will contact Patrick Burns for ERP strategies/actions and Steve Walker for Yavapai College Foundation strategies/actions.

VIII. Other – It was suggested that the committee consider meeting quarterly rather than monthly. This will be discussed at the next meeting, which is scheduled for Thursday, December 13, 2007.

The meeting adjourned at 10:05 a.m.

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