

STRATEGIC PLANNING COMMITTEE (SPC) MEETING

Thursday, August 14, 2008; 9 – 10 a.m.
Room 3-106 (Prescott) and Room J-107 (Verde)
1100 E. Sheldon Street, Prescott, Arizona 86301
(Accepted 09/15/08)

THOSE PRESENT:

Linda Broomhead (Student Rep.)
Patrick Burns
Frank D'Angelo
Barbie Duncan
David Gorman
Utpal Goswami
Lisa Griest
Chris Heyer

James Horton
Tom Hughes
Rose Hurley
Bob Lynch
Tom Schumacher
Adrienne Tabar
Sandra Thurman-Jackson

THOSE ABSENT:

Todd Conaway
Diane Mazmanian
Sue Sammarco
Barbara Wing

GUESTS:

Gwen Raubolt for Sue Sammarco
Gina Woodman for Todd Conaway

I. Welcome and Introductions

II. Higher Learning Commission (HLC) Update –

- The Yavapai College progress report that focused on institutional planning and assessment was accepted by the HLC with no further reports being required. The next comprehensive evaluation is scheduled for 2012-2013.
 - Concerning institutional planning, the report was very complimentary in its comments, i.e., “In general, it is clear from the progress report that Yavapai College has an effective, streamlined, sophisticated and transparent planning process that serves the college effectively as it develops for future and present generations.”
 - Concerning assessment, the comments indicate that there is still a lot of work that needs to be done in this area, i.e., “In general, the progress report of Yavapai College reveals an assessment program that is still developing and in need of continued emphasis and support on the part of the institution. It is particularly important that the institution develop an action plan for program improvements by the time of the comprehensive visit in 2012-2013, which will include those elements noted in the 2005 focused visit report.”
 - In response to the comment stating, “There is no evidence in the progress report that assessment is effectively tied in with the budget and/or planning process,” the suggestion was made to add a question to the budget request form (i.e., how does

your budget request support outcomes assessment?). This would ensure that the link between budget and outcomes assessment is clear and documented and that outcomes assessment is part of the budget allocation process.

ACTION ITEM: Bob Lynch will see that the outcomes assessment question (“how does your budget request support outcomes assessment?”) is added to the budget request form.

- The documentation of stipends being paid for outcomes assessment activities shows institutional financial/budget support.
- The report indicated that the work of completing the outcomes assessment webpage so assessment information can be easily accessed and disseminated to faculty and staff members “is a distance from completion.” We need to provide obvious links on the YC website so that the outcomes assessment page is easily found. All the reports and forms have been uploaded to the website.
- The general feeling of those involved in outcomes assessment is that the outcomes assessment process that the HLC/NCA desires is being achieved by YC, it just needs to be documented that the process is happening and the resulting actions are being taken.
- Tom Hughes advised that we’ll start writing the self-study report in 2010-11 for the accreditation visit in 2012-13.
 - PEAQ (Program to Evaluate and Advance Quality - Yavapai College currently following) vs. AQIP (Academic Quality Improvement Program) – Tom Hughes recommends that we continue to follow PEAQ; however, he can organize a committee to study the two approaches and make a recommendation.
 - Tom Hughes will initiate the development of a mock self-study committee in order to determine who would be appropriate to send to the annual HLC/NCA meeting in Chicago. A SWOT (strengths, weaknesses, opportunities, threats) analysis will be conducted to establish areas in which we need to focus.

III. PLT Retreat and Priorities Update – Dr. Horton recapped the issues-based discussion on strategic priorities.

- The NAU president and provost were at the PLT retreat. Yavapai College (YC) will enter a joint admission agreement with NAU so we have articulation agreements in place. Three of our course programs were accepted into that plan. Early Childhood Education will be a case study to see how the entire process works. This is an opportunity to be a leader in the state. The first two years the student would be a YC student; from the student perspective, they will be university students from the beginning.
 - The new Prescott Valley facility will be operated as a hybrid institution; it will give this model the visibility it needs.
- We’re looking at efficiencies constantly due to decreases in state funding. Through our benchmarking study, we have a firm handle on how much we’re spending on service expenditures.
- We’re looking at business partnerships more and more; we’re going to pursue this aggressively.

- Verde Campus planning – there was a strategic planning paper developed for this area. The YC Foundation owns 20 acres adjacent to the Verde Campus, which will provide many opportunities.
 - We are constantly looking at new programs to see if there are new opportunities for us to pursue.
 - Renewable energy – we have hired a strategic planning architect to help us plan into the future. We want him to focus on renewable energy.
 - We're looking at how we want to respond to high gas prices concerning scheduling and distance classes. The PLT is really looking at 2009-10 toward the future. We need to be open to and encourage creative thinking so we can respond to current issues.
 - The PLT will look at the 2008-09 priorities to determine if they are still valid.
- IV. Employee Development Day – Dr. Horton will discuss the above strategic planning issues and safety and security issues at Employee Development Day.
- V. Year-End Planning Report – Sandra Thurman-Jackson gave a brief synopsis of the Strategic Planning Year-End Report, which will be disseminated to the college community the second week of September. It was suggested that copies of the report be available on the resource table for Employee Day.

ACTION ITEM: Sandra Thurman-Jackson will add the SPC website address of the report to the front page of the Strategic Planning Year-End Report and have 100 copies of the report available for the resource table at Employee Day.

- VI. Strategic Planning Forums – Volunteers Needed – Tom Hughes and Sandra Thurman-Jackson conducted over 22 strategic planning informational sessions to division and staff meetings last spring. It was requested that members of the SPC volunteer to assist in conducting these sessions for the fall semester. The following SPC members volunteered to participate in conducting these sessions:
- Dave Gorman
 - Rose Hurley
 - Adrienne Tabar
 - Lisa Griest
 - Chris Heyer

ACTION ITEM: Tom Hughes and Sandra Thurman-Jackson need to schedule training on conducting the SPC strategic planning informational sessions.

- VII. SPC Assessment Survey – The SPC perception survey was conducted in spring 2008 and following are the results:
- We need to focus more on strategic planning communication to part-time staff and faculty.
 - We need to communicate how the strategic priorities relate to and affect individual people's jobs.
 - It was requested that we focus on presenting information through the new portal – faculty will have the emphasis placed on finding information relevant to them on the portal.

- This study is for the information of the SPC and will not be disseminated to the college community.

VIII. SPC Newsletter – We will produce one newsletter for fall and one for spring – we need to have timely, relevant and important information for the newsletter.

The meeting adjourned at 10 a.m.

Sandra Thurman-Jackson, Research Analyst
Institutional Research, 928-776-2206