

Yavapai COLLEGE

Strategic Planning Perception Survey

Conducted Spring 2009

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Fall 2009

**Strategic Planning Committee
2008-2009**

- Nick Brown, Student Leadership Council
- Patrick Burns, Chief Information Officer
- Todd Conaway, Vice President, Yavapai College Staff Association
- Frank D'Angelo, Director of Business Services & Controller
- Barbie Duncan, Asst. Dean of Verde Student Services
- David Gorman, Faculty Association President
- Dr. Utpal Goswami, Vice President of Academic Affairs
- Lisa Griest, Director of Library Services
- Chris Heyer, Instructor & Adjunct Faculty Coordinator
- Dr. James Horton, President (SPC Co-Chair)
- Tom Hughes, Director of Institutional Research (SPC Co-Chair)
- Rose Hurley, Director of Human Resources
- Bob Lynch, Vice President of Administrative Services
- Diane Mazmanian, Senior Research Analyst – Institutional Research
- Dr. Susan Sammarco, Office of Public Information
- Tom Schumacher, Dean of Verde Campus Instruction
- Adrienne Tabar, Dean of Student Services
- Sandra Thurman-Jackson, Research Analyst – Institutional Research
- Barbara Wing, Dean of Prescott Campus Instruction

Yavapai College Strategic Planning Perception Survey

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Yavapai College

I. Introduction

In spring 2009, an online survey was administered to Yavapai College employees measuring their perceptions and involvement with the college's strategic planning process. A total of 315 surveys were completed for a district response rate of 25%.

II. Method

The survey questions were initially developed by Yavapai College's Institutional Research department in conjunction with the college's Strategic Planning Committee (SPC) and administered to all college employees via an on-line survey.

III. Employee Profile

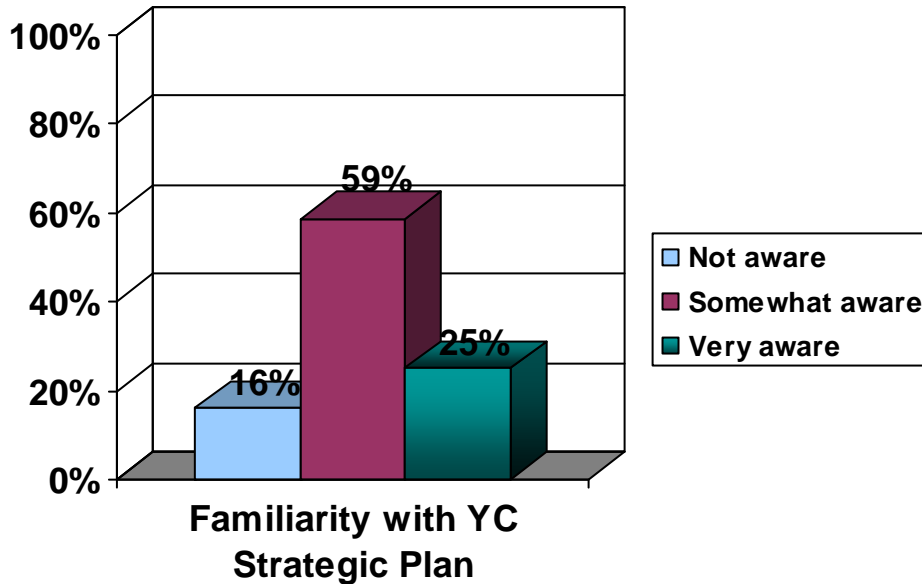
Employee Position				
Category	Response Count	Percent	Total YC Employees	Response Rate
Full-time faculty	57	18%	104	55%
Part-time faculty	72	23%	320	23%
Division Dean	10	3%	12	83%
Administration	8	2%	55	15%
Full-time staff	128	41%	275	47%
Part-time staff	40	13%	480	8%
Total	315	100%	1,246	25%

- Responses were received from all employee categories. Division Deans (83%) and full-time faculty (55%) had the highest response rates. Part-time staff had the lowest response rate (8%).
- Response rates for division dean, part-time faculty and part-time staff increased when compared to the 2007-08 survey.

IV. Findings

Overall awareness to the college's strategic plan remained constant when compared to previous year's results. More than two-thirds of all the respondents had some familiarity with the strategic plan. Sixteen percent were not aware of the plan.

How familiar are you with the YC strategic plan?



Division deans and administration were the employee categories that had the highest level of awareness to the plan. Part-time faculty and part-time staff were the two categories that had the highest percentage of employees not aware of the plan.

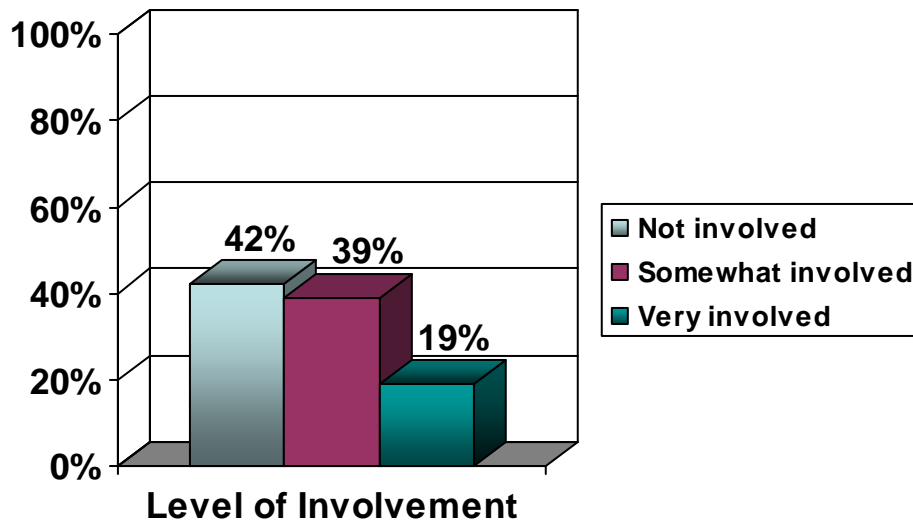
**Familiar with YC Strategic Plan by Employee Position
N=315**

Category	% Within Category		
	Not aware of plan	Somewhat aware	Very aware
Full-time faculty	7%	70%	23%
Part-time faculty	15%	73%	12%
Division Dean	0%	10%	90%
Administration	0%	12%	88%
Full-time staff	6%	60%	34%
Part-time staff	44%	52%	4%

At what level are you involved in strategic planning (SWOT, Department Plan, etc) for your department or division?

This question was designed to measure the employee's level of involvement in the design and execution of the departmental plans.

Close to six out of ten of the respondents indicated some form of involvement in the strategic planning for their department or division.



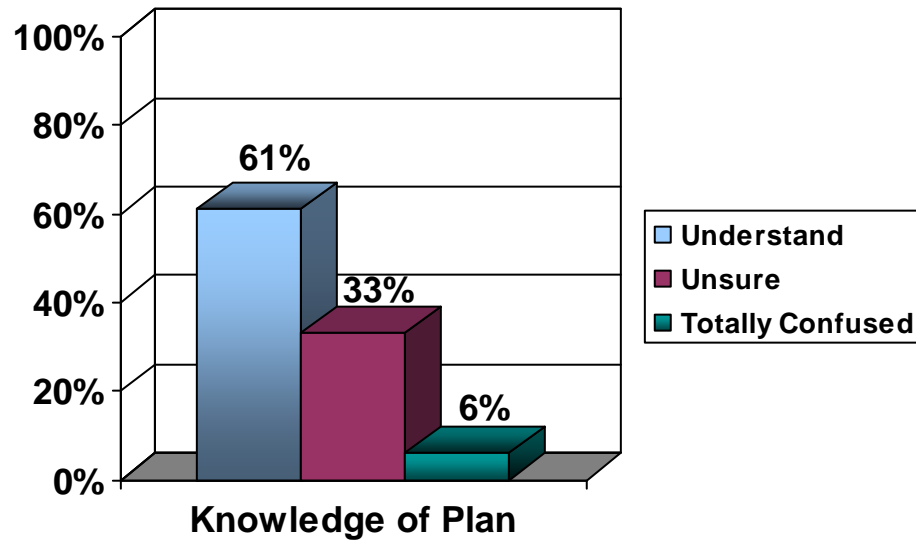
Division Deans and administration have the highest level of involvement by employee classification while part-time faculty and part-time staff had the least.

**Involvement with YC Department/Division Plan
by Employee Position
N=277**

Category	% Within Category		
	Not Involved	Somewhat Involved	Very Involved
Full-time faculty	22%	61%	17%
Part-time faculty	76%	21%	3%
Division Dean	0%	10%	90%
Administration	0%	0%	100%
Full-time staff	33%	45%	22%
Part-time staff	71%	29%	0%

Employee Relationship to Strategic Plan

Employees were asked to rate their knowledge of the plan as it relates to their work. Six out of ten of the respondents indicated they understood the plan as it relates to their job and the college. One-third was unsure of the plan and 6% are totally confused by it.



Employee groups with the greatest understanding of the plan as it relates to their job include:

- Division Dean – 100%
- Administration – 100%
- Full-time staff – 73%
- Full-time faculty – 70%

Employees who do not understand the plan as it relates to their job include:

- Part-time faculty – 18%
- Full-time faculty – 8%
- Part-time staff – 3%
- Full-time staff – 1%

**Knowledge of Plan by Employee Position
N=243**

Category	% Within Category			
	N =	Understand	Unsure	Totally Confused
Full-time faculty	50	70%	22%	8%
Part-time faculty	49	25%	57%	18%
Division Dean	10	100%	0%	0%
Administration	8	100%	0%	0%
Full-time staff	97	73%	26%	1%
Part-time staff	29	42%	55%	3%

Strategic Planning Communications

Employees were asked to rate the strategic planning communications in terms of importance and helpfulness to them.

Communications rated the highest in terms of importance include:

- Open forums with President – 67%
- Informational sessions at faculty/staff meetings – 62%
- Strategic planning year-end report – 62%

Communications viewed as the most helpful:

- Open forums with President – 62%
- Informational sessions at faculty/staff meetings – 59%

Strategic Planning Communications

	Importance*		Helpfulness**	
	N =	%	N=	%
Open forums with President and V.P.s	219	67%	190	62%
Strategic Planning website	215	46%	189	41%
Info. sessions at faculty/staff meetings	222	62%	190	59%
Strategic planning posters on campus	216	24%	186	23%
Newsflash notices	219	47%	188	45%
Strategic planning year-end report	217	62%	186	54%
Environmental scanning report	207	41%	189	33%
YC Strategic planning guide	217	54%	189	48%

*Importance includes important/very important responses.

**Helpfulness includes helpful/very helpful responses

V. Concluding Statement

- Overall awareness and participation remained constant from the previous year. More communication, particularly to new employees, is needed to foster understanding and ensure engagement in the process.
- Awareness increased among adjuncts and part-time employees from the previous year. Continued involvement is needed by part-time employees (adjuncts and part-time staff) in the planning process.
- The Strategic Planning Committee (SPC) needs to work with Human Resources to better reach and involve part-time employees in the strategic planning process. Many feel alienated and do not understand their role in the process.
- Comments from employees continue to suggest their input is not wanted nor valued by their supervisors. More communication is needed from multiple sources (i.e., President, OPI, Human Resources, etc.) to encourage participation and prompt top-of-mind awareness to the plan.

VI. Appendix

Comments

Employees were asked “**What activities or support do you feel would get you more involved in the process?**” The following are some of the more notable examples provided. A full listing of comments will be provided upon request.

- Continue newsflashes from President with updates.
- Mini workshops and/or tutorials.
- More planning/staff retreats.
- Based on my job, I don't think my supervisor wants my input; and when I do offer it is not welcome.
- Having the respective VP's communicate their goals with the people that report directly to them, so each department is aware of the initiatives they are working on for the year.
- Better communication within divisions across disciplines.
- Make sure part-time employees receive the communications that full-time employees receive.
- Short video or blackboard class to inform employees about the YC strategic plan.