**Strategic Planning Committee Meeting Minutes**

**Tuesday, November 14, 2023, 9 am- 10:00 am, Zoom.**

**Present:** Pamela Pierce, Pam Lyle, Dean Holbrook, Tania Sheldahl, Lauri Dreher, Diana Dowling, Tyler Rumsey, Karen Jones, Dr. Marylou Mercado, Linda Shook, Michael Pierce, Patrick Burns, Ginney Bilbray, and Dr. Irina Del Genio.

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| **ITEM** | **ACTION** |
| Workforce Innovation and Economic Development Update | * In this presentation, Dr. Kimberly Moore, head of the Division of Workforce Innovation and Economic Development, outlines a strategic direction focused on future-oriented initiatives. Emphasizing the importance of resetting, rethinking, and reimagining workforce development, Moore discusses key priorities such as expanding workforce training, exploring third-party provider options, and growing self-paced courses. Notably, the division aims to increase revenue opportunities by aligning training programs with industry needs and fostering collaborations. Moore highlights the division's rebranding as "Business and Workforce Solutions" and its holistic approach, including short-term and long-term planning solutions for employers. The presentation also touches on initiatives like micro-credentialing, industry partnerships, and the unique focus on entrepreneurship to prepare students not just as employees but as potential business owners. The division's commitment to innovation, employer engagement, and creating tailored experiences for students and employers underscores its vision for comprehensive and impactful workforce development. |
| SPC Education | * 50 Online Education Statistics: 2023 Data on Higher Learning & Corporate Training https://research.com/education/online-education-statistics (Dean, James, Tom)   + Dean and James discussed key findings from an article on online education, emphasizing its substantial growth and surprising student preferences. Highlighting the shift from 4% to 90% corporate adoption since 1995, Dean challenged stereotypes by revealing that 39% of undergraduates found online classes superior to in-person ones in a 2018 survey. Stressing the role of videos and mobile accessibility, the presentation underscored the competitive landscape, with major players like Western Governors University and Coursera. Their combined presentation insights illuminate the evolving dynamics of online education, urging strategic adaptations to remain relevant in this transformative educational landscape. * Varying Degrees 2023 https://www.newamerica.org/education-policy/reports/varying-degrees-2023/ (Irina, Pam, Tom)   + In this presentation discussed findings from the Varying Degrees annual survey on American perspectives and attitudes toward higher education. The survey, conducted over seven years with a substantial sample size of 1,497 adults, explores sentiments on the value of higher education and desired changes in the educational landscape. Key findings include positive perceptions of community colleges, concerns about loan debt, and a focus on accountability and diversity. The presentation also delves into generational perspectives, revealing interesting trends among Generation Z regarding the necessity of post-secondary education and their emphasis on achieving a school-life balance. Additionally, the presenters highlight the multilingual and multimodal nature of the survey, ensuring diverse representation. Overall, the data suggests a nuanced and evolving public opinion landscape on higher education, prompting further considerations for institutional strategies and approaches. |

Zoom link: <https://yavapai.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=5780964d-78c8-42e2-bb63-b0ba012c8d95>