**Strategic Planning Committee Meeting Minutes**

**Tuesday, October 4, 2022, 9 a.m.- 10:00 a.m., Zoom**

**Present:** Philip Reid, Lauri Dreher, Patrick Burns, Frank D’Angelo, Tom Hughes, Megan Crossfield, Clint Ewell, Karen Jones, Ginney Bilbray, Haley Green, Heather Mulcaire, Clay Christensen, and Michael Pierce.

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| **ITEM** | **ACTION** |
| Review and Approve Minutes | The committee voted to approve the minutes. |
| Economic Plan Presentation (Karen Jones and Richard Hernandez) | Karen Jones presented the Economic Development Plan. A committee member expressed her concern about duplication and competition with the internship programs between REDC and the Academic side. There is a disconnection between the two; instead of us being a unified institution, everyone is doing their own thing and not communicating. |
| SPC Education   1. Discussion of audio article: Reading the Team Leaves on the College Enrollment Drop. [https://www.podbean.com/ew/pb-s7mtr-12575b4](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.podbean.com%2Few%2Fpb-s7mtr-12575b4&data=05%7C01%7CTom.Hughes%40yc.edu%7Cf4c9aaa2f601413d195908da9c06856e%7C6fe6a507e7074f10bb43b8544d88fc5d%7C0%7C0%7C637993849062926072%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=CyAOtjX313DPly0lCtOJRffrD4czla7cWVYIMeiJcBQ%3D&reserved=0) | 1. Podcast: *Reading the Tea Leaves on the College Enrollment Drop*. It’s an interview with a higher education consultant and the Chancellor of Colorado State Community College, referencing that community college enrollment has been declining for a while now.   The committee had a brief discussion about the podcast. Some of the takeaways were:   * + Focus on CTE and workforce space type of training.   + Enrollments are declining, but the completion rate is increasing.   + Do we have a new plateau? We must discover the new normal, reinvent ourselves, and listen to the students' needs.   + Expansion of student services, especially for nontraditional students.   + Maybe it’s time as an institution to think outside our geographical area. Offer something unique that other schools will not offer and can be exported outside our service district.   + Adult learners, equity, and living wage are important to focus on. |
| Good of the Order | David Laurence will present the Campus Master Plan at the next SPC meeting. |

Zoom link recording: <https://yavapai.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=f9d1b1e5-e1e4-4998-8076-af24011cebe9>