

# Strategic Planning Committee Meeting Minutes

Tuesday, November 10<sup>th</sup>, 2020, 11 a.m.- 1:00 p.m., Zoom

**Present:** Julie Galgano, Richard Hernandez, Scott Farnsworth, Tania Sheldahl, Lauri Dreher, Stacey Hilton, Patrick Burns, Michael Pierce, Christopher Tenney, Wendy Present, Tom Hughes, Kammie Kobyleski, Rebecca Brulet, Tina Redd, Jennifer Jacobson, Clint Ewell, and Ivonne Zuniga.

**Absent:** Emily Weinacker.

ITEM	ACTION
<p>Updates and YC Student Profiles (Hughes)</p>	<p>Updates:</p> <ul style="list-style-type: none"> <li>• The subcommittee launched the mission survey to the internal college community. Tom will be working with Richard’s group to send the survey to external stakeholders.</li> <li>• Ivonne is working on the SWOT analysis from the SPC reading abstracts/presentations. She is putting all the SWOT information into an Excel file and assign themes/categories.</li> <li>• Website update: Hopefully, by our next meeting, we will have something ready to share with the committee.</li> </ul> <p>Tom shared a PowerPoint presentation, “YC’s Student Profiles.”</p> <p>4 Typical Student for YC</p> <ul style="list-style-type: none"> <li>• Degree/Cert Seeking Student               <ul style="list-style-type: none"> <li>○ Fall 2019: 4,480 Credit Students. Excludes CTEC, Chino, Off-site; Degree/ Certificate Seeking.</li> </ul> </li> <li>• Career and Technical Student               <ul style="list-style-type: none"> <li>○ Fall 2019: 497 Credit Students. Who’s being counted: CTEC and Chino Campuses.</li> </ul> </li> <li>• Dual Enrolled College Student               <ul style="list-style-type: none"> <li>○ Fall 2019: 1,190 Credit Students. Who’s being counted: Off-site High School.</li> </ul> </li> <li>• Non-Degree Seeking Student               <ul style="list-style-type: none"> <li>○ Fall 2019: 1,504 Credit Students. Who’s being counted: Not degree/certificate</li> </ul> </li> </ul> <p>There was a brief discussion regarding the presentation.</p>
<p>2020 Educause Horizon Report: Teaching and Learning (Galgano, and Pierce)</p>	<p>Julie Galgano and Michael Pierce shared a PowerPoint presentation and the SWOT Matrix associated with the paper.</p> <p>The paper’s purpose is to help higher education institutions learn, plan, and act for the future. It also presented different opinions and essays that focus on trends, technologies, and practices.</p> <p><i>Trends</i></p> <ul style="list-style-type: none"> <li>• Social Trends:               <ul style="list-style-type: none"> <li>○ Well-being and Mental Health</li> <li>○ Demographics Changes</li> <li>○ Equity and Fair Practices</li> </ul> </li> <li>• Technological Trends:               <ul style="list-style-type: none"> <li>○ Artificial Intelligence</li> <li>○ Next-Gen Digital Learning</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Analytics and Privacy</li> <li>● Economic Trends: <ul style="list-style-type: none"> <li>○ Debt</li> <li>○ Skills</li> <li>○ Climate Changes</li> </ul> </li> <li>● Higher Education Trends: <ul style="list-style-type: none"> <li>○ Changes in Student Population</li> <li>○ Alternative Pathways to Education</li> <li>○ Online Education</li> </ul> </li> <li>● Political Trends: <ul style="list-style-type: none"> <li>○ Decrease in Higher Education Funding</li> <li>○ Political Polarization</li> <li>○ Value of Higher Education</li> </ul> </li> </ul> <p><i>Emerging Technologies and Practices</i></p> <p>Enrollment growth has been seen mainly in institutions able to provide online courses that address the so-called “Three Keys.”</p> <p>Three Keys</p> <ul style="list-style-type: none"> <li>● Affordable Cost</li> <li>● Schedule Convenience</li> <li>● Expedited Credit Transfer</li> </ul> <p><i>Technologies</i></p> <ul style="list-style-type: none"> <li>● Adaptive Learning Technologies</li> <li>● AI Machine Learning</li> <li>● Analytics for Student Success</li> <li>● UX Design and LD’s</li> <li>● OER</li> <li>● XR,AR,VR,MR,Haptic Technologies</li> </ul> <p>Some committee members shared their teaching experience with new technologies methods adopted due to COVID and how students react to them.</p> <p><i>Tom sent the presentation to the committee.</i></p>
<p>Innovative University (Farnsworth, and Ewell)</p>	<p>Scott Farnsworth and Clint Ewell shared a PowerPoint presentation and the SWOT Matrix associated with the book.</p> <p>The book is a case study comparing two very different institutions, Harvard and BYU-Idaho.</p> <p><i>Compare &amp; Contrast</i></p> <ul style="list-style-type: none"> <li>● Don’t emulate- Innovate</li> <li>● Stop competing with other schools <ul style="list-style-type: none"> <li>○ Focus on meeting students’ and community needs</li> </ul> </li> <li>● Narrow your focus</li> </ul> <p><i>Case Studies</i></p> <ul style="list-style-type: none"> <li>● Harvard <ul style="list-style-type: none"> <li>○ Oldest, most prestigious</li> <li>○ Gold standard</li> <li>○ DNA of traditional universities</li> </ul> </li> <li>● BYU-Idaho (Ricks) <ul style="list-style-type: none"> <li>○ 2-year public (now university)</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Disruptive innovation</li> </ul> <p>The group discussed how YC could innovate.</p> <ul style="list-style-type: none"> <li>● What do our students want from Higher Ed?</li> <li>● How do we build a case for change? <ul style="list-style-type: none"> <li>○ Present reliable data.</li> <li>○ Start getting the word out to faculty on what students want: a basic template on canvas: uniformity, productivity, and style.</li> </ul> </li> <li>● Can we adopt a more efficient and expeditious process to get to some of the implementation stages?</li> <li>● Continue to innovate: adopt a culture of continuing to make things better.</li> </ul> <p>Tom Hughes sent the presentation to the group.</p>
Campus Master Plan Update (Ewell)	<p>Campus Master Plan (CMP):</p> <ul style="list-style-type: none"> <li>● Tool to align physical facilities with Academic Plan, Strategic Plan, and Board Ends</li> <li>● Established priorities for Capital Improvement Plan, Budget.</li> <li>● Optimizes resources</li> <li>● Data-informed</li> <li>● Flexible- intended to be updated</li> </ul> <p><i>December 2013, Summary</i></p> <ul style="list-style-type: none"> <li>● Changing needs for the type of space <ul style="list-style-type: none"> <li>○ YC had too many classrooms; not enough offices, student space, Labs</li> <li>○ Focus on renovation</li> </ul> </li> <li>● Grow space in PV</li> <li>● Need more CTE space</li> <li>● Fewer locations with more services</li> <li>● Assumed 1.8% growth per year</li> </ul> <p><i>2020 Updates</i></p> <ul style="list-style-type: none"> <li>● Enrollments declined 16% as the economy improved</li> <li>● Shift online and off-campus</li> <li>● Lab space hard to replicate online</li> <li>● CTE more important than ever in AZ</li> </ul> <p>The plan is to update the Campus Master plan to make sure it's relevant, given the changes the college is going through and the new strategic direction. The good news is, we are continuing to take good care of our space, and we have a good place to work, and we have a good place for students to go to school.</p>

**NEXT MEETING – Tuesday, November 17<sup>th</sup>, 2020 from 11:00 a.m.-1:00 p.m., <https://yavapai.zoom.us/j/97463077194>**