Call to Order Meeting called to order at 8:30 a.m. with Chair Chevalier presiding. Chair Chevalier declares entire meeting will be devoted to gathering information and discussing the Verde Valley Strategic Plan.

Yavapai College Verde Valley Strategic Plan (draft document on file)

Dr. James Perey welcomes guests and opens discussion with essential elements of strategic planning:
- Phase I Environmental Scan: pulls info from national, state, county and local levels
- Phase II SWOT: Divisions, departments, administrative services, facilities, student groups
- Phase III Strategic Initiatives and Goals: match to DGB Ends
- Phase IV Develop Tasks and Annual Tactical Plans: internal to institution
- Phase V Implement Annual Tactical Plan
- Phase VI Monitoring the Strategic Plan (ongoing)
- Phase VII Assessment of Progress (ongoing)
- Phase VIII Improve the Plan (ongoing)


1. Student Success – 1.1 Establish Academic Pathways to enhance access, program and degree completion. Over 75% of Verde Valley students are part-time; DGB Filardo raises challenge of running programs with very low enrollment; Perey reiterates start/stop nature of part-time students w/average AA or AAS completion in 6 years. New programs take an average of 1 year to launch, may begin without dedicated facilities, while proving program viability; some new programs may launch initially through non-credit to pique interest and test enrollment; Perey cites examples with viticulture/enology and culinary. Front end investment focuses on marketing and recruitment, while tracking secondary pipeline, economic and workforce development trends, always seeking competitive advantage. DGB Liaison Filardo suggests increased use of technology to augment low-enrolled courses at Verde Valley. Vice Chair Regner believes it is critical to attract students from outside Verde Valley region; Dean Perey cites example of Viticulture/Enology and states new culinary and hospitality courses are well-positioned to cross curriculum with viticulture and enology. Committee members raise questions about location of programs, and personal enrichment courses to raise awareness and enthusiastic community support, with Vice Chair Regner emphasizing the importance of up-front investment vs. growing organically. Chair Chevalier questions Dean Perey on conversations between College president and former Sedona mayor; Perey declines to comment on conversations in which he didn’t participate. Chair Chevalier favors Sedona Center as location for culinary programming. Member Fisher agrees that culinary is very popular in Sedona and Village of Oak Creek. Member Garrison questions if Verde Valley campus has beneficial balance of credit and non-credit courses, and
advocates for allowing technical courses to be open for personal enrichment students, citing example of college Welding at MUHS. Member Aniol states agreement with Member Garrison, and that planning process is dull and dry and not what’s needed to attract students to Verde Valley Campus. DGB Filardo states importance of planning, funding and evaluating to ensure program improvement, whether it’s programmatic or student development. Filardo compliments Dr. Perey on planning process; suggests additional media messages regarding affordability of YC.

2. Student Success 1.2 Evaluate and develop standard systems to enhance student success. Student engagement (clubs, activities) on campus is elemental to success; early-alert system for struggling students; Verde Valley averages 1200 to 1300 students from semester to semester. Dean Perey provides summary of college’s successful new Lead program serving just-graduated high school seniors. Committee questions whether current Verde staffing level is sufficient to enhance student success? Can community be tapped to augment student services? Trend towards online enrollment reduces foot traffic on campus. Verde is tracking at 50% online currently. Dean Perey states that state funding follows credit students, but it is important to realize that YC Verde is currently serving 1800 participants in non-credit programming, such as OLLI and Community Education. DGB Filardo restates the importance of planning, funding, and measuring for success. Chair Chevalier questions whether Dr. Perey will need additional resources as Strategic Plan is implemented. Leona Wathogoma speaks to importance of outreach to Yavapai-Apache Nation as they identify with the land, and deeply committed to the Verde Valley. YAN students will benefit from recruitment, academic advising, and tutoring or other support. Member Fisher comments that a recruitment effort should be established for community volunteers to serve as tutors, or other support. Dean Perey confirms that community volunteers provide great benefit to the Verde Valley Campus. DGB McCasland states students need distance learning options if they are not within 15 miles of YC campus or center. Dean Perey provides overview of current state of broadband within Verde Valley, including technology consortium of all school districts.

3. Economic Responsiveness 2.1 Explore current and future CTE offerings and delivery model, with work session in Sep 2015 between YC and VACTE. Committee members question funding priorities, based on critical mass or educational and cultural needs, and diverse population needs. Committee is dedicated to accelerating completion and implementation of strategic plan. Chair Chevalier questions likelihood of building a brick and mortar Career &Technology Education Center in the Verde Valley. Member Garrison states that “lack of critical mass” in Verde Valley is used as an excuse, and cites Prescott Campus tennis courts as an example of skewed priorities. Garrison states he doesn’t care if College spends $2 million for culinary facility, and it fails in two years. Garrison wants to see Verde tax dollars returned to Verde communities through brick and mortar investment. DGB Liaison Filardo restates the importance of the strategic plan driving the funding process. Chair Chevalier states that he wants to shorten the planning window and see a greater commitment within 1 year. Vice Chair Regner states that Verde communities will support Dr. Perey’s plan implementation. DGB member McCasland states financial resources exist in College budget to implement Verde improvements.

4. Economic Responsiveness 2.2 Increase partnerships with Business and Industry.

5. Engaged Community 3.1 Strengthen marketing and recruitment in the Verde Valley. Marketing budget and materials are managed at District level. DGB Filardo and Dean Perey discuss quantification of improvement. Member Fisher wants to see more marketing for existing programs, not just new programs. Vice Chair Regner wants out-of-area marketing, as well as local investment. Member Garrison is pleased with return of College for Kids at Verde Valley Campus, and Verde-centric marketing. DGB Filardo believes recent efforts are a result of citizen complaints, rather than a well-developed plan.

6. Engaged Community 3.2 Increase social and cultural opportunities to Verde Valley residents. Free events are typically well-attended; Dean Perey seeks additional collaboration with nonprofits to bring entertainment and community-based lecture series, gallery events, etc. Vice Chair Regner states disappointment that YC Foundation events in Verde Valley historically exclude local representation.
7. Engaged Community 3.3 Strengthen internal and external community relations through improved communication. Community forums, media outlets, increase social media, seek multi-modal approach. Member Fisher states Sedona Center is perceived as Osher Lifelong Learning Institute, and OLLI classes could be delivered to Village of Oak Creek and Beaver Creek to build YC recognition. Vice Chair Regner states there is active resistance from Verde residents, and more collaboration is desirable. Chair Chevalier states community of Sedona seeks additional information regarding Sedona Center, including retrofit of building to best suit programming for dual enrollment, community education, personal enrichment and events. Dean Perey states importance of Cultural Park planning and Western Gateway expansion. Yavapai College was intended to be anchor tenant at Cultural Park, but in 12-years the Cultural Park plan has languished. DGB Filardo feels that YC will benefit from YC trust-building.

8. Engaged Community 3.4 Explore blending for-credit, community education, and Osher Lifelong Learning Institute. Possibility of cultivating OLLI membership base as volunteer support base.

9. Talent Development 4.1 Institutionalize regular climate surveys.

10. Talent Development 4.2 Expand professional development opportunities for all faculty and staff. Dean Perey states importance of human capital in organization, and the role of succession planning.

11. Fiscal Stewardship 5.1 Identify capital improvement needs. Institutional budget process needs to ensure maintaining, enhancing and growing programs. DGB Filardo states concern that employee performance management plans are not linked to strategic planning; strategy is about deploying resources; tactics are about employing resources. Chair Chevalier states that Allied Health program should be located in Camp Verde, to best serve Prescott Valley and Verde Valley.

Closing comments: Dean Perey states that Executive Dean’s Advisory Committee is still working on draft. Chair Chevalier requests that Dean Perey provide an informational presentation to the VVBAC upon completion of the Verde Valley Strategic Plan. Strategic initiatives will be submitted to DGB for consideration; implementation is internal, with specific goals and tasks. Board of Supervisors presentation on August 17 by Filardo, Fisher, and Aniol, with entire Committee likely to attend. Chair Chevalier asks Committee to save the date of Dec 14 for cocktail party in his home. Vice Chair Regner notes that CEO Dember of VVMC resigned, and an alternate invitation to present should be determined. DGB Filardo objects to Verde Valley Independent/Bugle editorial “YC too many cooks” (7/29).

Future Meeting Schedule
- Aug 5  8:30 a.m. w/Craig Ralston, YC Dean of Arts & Humanities
- Aug 17  Possible Committee presentation to County Board of Supervisors
- Aug 19  8:30 a.m. w/Stacey Hilton, Dean of Technology & eLearning
- Sep 2  8:30 a.m. TBD, invite Dean Scott Farnsworth, HPER (pending)

Adjourn
Motion by Member Garrison, second by Member Fisher, to adjourn. Motion carries unanimously.

Meeting adjourned at 10:35a.m.