**Strategic Planning Committee Meeting Minutes**

**Tuesday, October 31, 2023, 9 am- 10:00 am, Zoom.**

**Present:** Pamela Pierce, Pam Lyle, Dean Holbrook, Tania Sheldahl, Lauri Dreher, James Crockett, 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** |
| * Marketing Plan Update | * Tyler’s presentation provided a comprehensive view of the marketing department’s broad responsibilities, including internal and external communication, media relations, paid advertising, and collaboration with other departments. Their primary goal is to raise community awareness about the college's offerings. He also stressed the importance of balancing organic and paid advertising, targeting non-traditional students, and promoting various initiatives. Tyler and his can offer consultation and support for departments needing marketing guidance. |
| * SPC Education | * New For-Profit Community College Aims for 50% Completion Rate Online (Linda S. Dean H.)   + Linda and Dean discussed a new online community college model called CampusStudy. This online institution aims to enhance student success by offering synchronous online instruction, high-quality adjunct professors, full-time enrollment, student cohort groups, personalized advising, and free tutoring in critical areas like math and writing. CampusStudy, the online college, takes a unique approach to tuition and fees by matching them to students' Pell Grants, streamlining costs. Additionally, they acquired an accredited college in Sacramento and emphasized a whole approach to student well-being. While CampusStudy is relatively new, its model and innovative approach show promise, and it will be interesting to see how it impacts the field of education. * Outlier - Golden Age of Design Video https://www.youtube.com/watch?v=cpnHasPTvU0 (Tyler R., Karen J.)   + In a presentation on educational design, Erin Rasmussen, CEO of Outliers, emphasized the importance of understanding the "why" behind learning and teaching, distinguishing access to information from actual education, and adapting to the evolving expectations in education, particularly influenced by the changes brought about by Covid-19. This discussion underscored the significance of instructors in the learning process, the need for one-on-one interactions and tutoring, and the critical role of visual appeal in attracting students to online education. The discussion encouraged innovation and embraced the idea that trying and failing is a crucial part of the journey toward success, ultimately aiming to create engaging and effective online learning environments. |

Zoom link: <https://yavapai.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=5fe14828-e829-456b-a992-b0ac01233b15&start=351.374484>