

# Strategic Planning Committee Meeting Minutes

Tuesday, January 5th, 2021, 11 a.m.- 12:00 p.m., Zoom

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

**Absent:** Emily Weinacker and Christopher Tenney.

ITEM	ACTION
<p>Fall Work Recap</p> <ul style="list-style-type: none"> <li>a. Strategic Issues Brief</li> <li>b. Website</li> <li>c. Mission Subcommittee</li> </ul>	<p>Tom shared with the group the Charter of the Strategic Planning Steering Committee that outlines the purpose of the group. The document will be available on the SPC website.</p> <p>The group agreed on including a student on the committee. Tom will ask Chris Tenney for a student recommendation from the Student Government Association. If he doesn't get anyone, he will reach out to Denise Woolsey for a student from the Honors Programs.</p> <p>Tom and Clint will update ELT next Monday to review</p> <ul style="list-style-type: none"> <li>• SWOT</li> <li>• Strategic issues paper</li> <li>• Potential strategies</li> <li>• Plan to solicit feedback on potential strategies</li> </ul> <p><u>Update on the Website:</u> Tom shared the last version of the SPC website. He will send the link out to the group. Please take your time reviewing it and check out the Planning Data site to make sure all the articles are listed. If you have any feedback, please send Tom an email. The website will be live next Tuesday.</p> <p><u>Update on the Mission Subcommittee:</u> 117 internal stakeholders responded to the survey. They didn't receive any feedback from external stakeholders. The subcommittee has gone through and done a mini content analysis and picked out some of what they think are the keywords and themes. At the next SPC meeting (January 19), they hope to share the things they have seen related to the college's mission, vision, and values.</p> <p><u>Strategic Issues Brief:</u> Clint did a great job putting together the strategic issues brief, and some people gave feedback yesterday. Now we need to get input from ELT and our campus community before we start to solidify which of these strategies will emerge as the ones that we pursue.</p>
<p>Communication Plan</p>	<p>What are ways that we could engage staff and faculty in the strategic planning process? Data Summits?</p> <p>The group discussed different options for communicating the top six strategies to internal and external stakeholders.</p>
<p>Data Summits</p> <ul style="list-style-type: none"> <li>a. Format</li> <li>b. Date(s)</li> <li>c. Communication to stakeholders</li> </ul>	<p>Data Summits- Branded better</p> <ul style="list-style-type: none"> <li>a. Format: 1 presentation for all stakeholders. Three different topics. <ul style="list-style-type: none"> <li>• Highlight demographic and gaps: 20 min</li> <li>• Shifting higher education landscape: 20 min</li> <li>• Blue Oceans: What differentiates YC from competitors: 20 min</li> </ul> </li> <li>b. Date(s): February</li> </ul>

	<p>c. Communication to stakeholders:</p> <ul style="list-style-type: none"><li>• One way communication and having an interactive discussion</li><li>• Division meetings</li><li>• Jotforms</li><li>• Break out rooms</li></ul>
Good of the Order	Tom and Clint will have a discussion with ELT on Monday as to what SPC has accomplished so far and get guidance on the next steps. Then they will give an electronic update to the committee.

**NEXT MEETING** – Tuesday, January 19<sup>th</sup>, 2021, from 11:00 a.m.-12:00 p.m., <https://yavapai.zoom.us/j/93446680678>