

Strategic Planning Committee Meeting Minutes

Tuesday, October 20, 2020, 11 a.m.- 12:00 p.m., Zoom

Present:

Julie Garver, Emily Weinacker, Richard Hernandez, Scott Farnsworth, Tania Sheldahl, Lauri Dreher, Tina Redd, Stacey Hilton, Patrick Burns, Michael Pierce, Christopher Tenney, Wendy Present, Tom Hughes, Kammie Kobyleski, Clint Ewell and Ivonne Zuniga.

ITEM	ACTION
<p>Environmental Scan Presentation – Part 2</p>	<p>Tom Hughes continued with his presentation on the Environmental Scan Draft.</p> <ul style="list-style-type: none"> • Demographic Trends <ul style="list-style-type: none"> ○ Population trends ○ High School Enrollments ○ College vs. County Race & Ethnicity ○ Poverty Rate • Economic Trends <ul style="list-style-type: none"> ○ Cost of Living ○ Median Household Income ○ Economic Highlighter ○ Labor Force ○ College Readiness ○ College Readiness by Major • Technology Trends <ul style="list-style-type: none"> ○ Cybersecurity ○ Artificial Intelligence ○ Technological Disruption <p>This kind of presentation aims to gather information to identify areas that we want to identify gaps and opportunities to focus on.</p> <p><i>PowerPoint presentation is attached.</i></p>
<p>Blue Ocean Strategy by Kim and Mauborgne Presentation (Hughes, Pierce, Ewell)</p>	<p>Tom shared two videos.</p> <p>1st video - Graphic introduction to the Blue Ocean Strategy.</p> <ul style="list-style-type: none"> • The idea of creating new markets versus existing crowded, competitive market • Are there things that can be eliminated? • Can we look to reduce any process, services, and/or programs that are not necessary? • Can we at YC create something that differentiates us from our competitors in the education space? <p>2nd video showed an example of another industry that adopted the Blue Ocean Strategy.</p> <p>We will wrap up the discussion at the beginning of our next meeting.</p> <p>The idea of the Blue Ocean Strategy is to focus on competition with others, creating something new and differentiating yourself.</p> <p><i>The Blue Ocean Strategy reading abstract is attached.</i></p>

NEXT MEETING – Tuesday, November 3rd, 2020 from 11:00 a.m.-12 p.m., <https://yavapai.zoom.us/j/97463077194>