

Strategic Planning Committee Meeting Minutes

Tuesday, October 27, 2020, 11 a.m.- 12:00 p.m., Zoom

Present: Julie Galgano, 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>Blue Ocean Strategy by Kim and Mauborgue (Hughes, Pierce, and Ewell)</p>	<p>The committee finished discussion of the Blue Ocean Reading--the book is advocates for organizations to look for Blue Ocean opportunities.</p> <p>Red Ocean: It's the traditional competition. Fighting over exiting market territory.</p> <p>Blue Ocean: Look for new markets that currently don't exist or innovate with your current market.</p> <p>How could YC differentiate?</p> <ul style="list-style-type: none"> • Opportunity to expand with lifelong learning. • How do we appeal to our customers? • We can create a destination future in the age of online content delivery. • How do we expand our unique programs to recruit more students? Or create a portion of a certificate online to open up our market place (hybrid delivery). • How can we increase our completion rate? • Can we give people skills in a short period of time that they can take into the workforce rather to always think on semester term? • Should we expand our recruitment of students to go beyond the borders of Yavapai County? And not just for destination programs. • What are some of the things that we do that may not add as much value in the eyes of the customer? <p><i>Tom Hughes sent the presentation/abstract the previous week.</i></p>
<p>The Indispensable Institution: Reimagining Community College (Redd, Burns, and Kobyleski)</p>	<p>The group shared a PowerPoint presentation and shared the perspectives related to the paper.</p> <p>The paper's main point is placing career preparation and midcareer upskilling at the center of your institution.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Need for quick job-focused upskilling and reskilling in local labor market. • Learner needs: foundation human skills and essential job-focused competencies. • Students will want shorter courses, at convenient times, more focused on job-related skills. • Expand work-based learning: institutions need dedicated outreach staff.

	<ul style="list-style-type: none"> • Dedicated employer outreach office, additional resource for placement staff, more robust career services, better coordination between curriculum, and the labor needs of local employers. • Credit and Non-Credit working together, helping the local labor market. • Competency-based industry certifications should be better integrated into college programming. <p><i>Tom Hughes sent the presentation/abstract for the Indispensable Institution: Reimagining Community College.</i></p>
Good of the Order	Committee agreed to extend meeting times by an additional hour through December to ensure enough time for planning readings, education, and discussion.

NEXT MEETING – Tuesday, November 3rd, 2020 from 11:00 a.m.-1:00 p.m., <https://yavapai.zoom.us/j/97463077194>