

Strategic Planning Committee Meeting Minutes

Tuesday, November 3rd, 2020, 11 a.m.- 1:00 p.m., Zoom

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

Absent: Tina Redd, and Emily Weinacker.

ITEM	ACTION
Welcome Jennifer Jacobson and Rebecca Brulet to the SPC.	
Updates on Website and Mission Subcommittee (Hughes, Weinacker) 10 minutes	<p><u>Website Update:</u> We have drawn up some initial information and provided to Jerry Z. The idea behind the website will be that it's a central, one-stop hub to find out everything about the SPC. It will have all the readings, updates, and layout of all the phases and planning process.</p> <p><u>Mission Update:</u> The subcommittee has decided to send out a survey to departments and internal and external stakeholders. The survey will be sent out next Monday and will remain open until Thanksgiving. The survey will have four questions that address the idea of mission statement, vision statement, and values, and it will ask people for their feedback. After that, the subcommittee will take the survey information and develop themes that resonate. The subcommittee will have the information to share with the college during our Spring Convocation in January 2021.</p>
The Future of Work in America & Are Certifications More Valuable than College Degrees? (Tenney, Dreher, Hernandez) 30 minutes	<p>The group shared a PowerPoint presentation.</p> <p><i>Article: Are the Certificates more valuable than College degrees?</i></p> <p><u>Abstract:</u> Landscape of post-secondary learning is changing to avoid the extra time and expense of a traditional college degree.</p> <p>Challenges:</p> <ul style="list-style-type: none"> • Ambient learning is possible through other forms of media • Breadth of a college degree is becoming redundant • Time spent and debt accrued is no longer a beneficial investment for many <p><u>Solution:</u></p> <ul style="list-style-type: none"> ○ Certificate Program <ul style="list-style-type: none"> • Cuts out the breadth of a traditional college degree and instead focus entirely on depth of specific skill • Plenty of certificates programs, both in the technology sector and non-technical fields • Valuable in an age in which career transitions are on the rise • Provides flexibility to earn many different career-related certificates vs. several full college degrees. <p><i>Article: The Future of Work</i></p> <p><u>Abstract:</u> Automation technologies displacing and reshaping the workforce across America. Reskilling workers to meet the need of changing labor markets.</p>

	<p><u>Challenges</u>, to name a few:</p> <ul style="list-style-type: none"> • Labor market could become more polarized • Hispanic workers most at risk of displacement, followed by African Americans. • Hollowing out of middle-wage work could continue <p><u>Solutions</u>:</p> <ul style="list-style-type: none"> • Mapping new career pathways to enable economic mobility • Local business leaders, policymakers, and educators need to work together to chart new courses. <p>The group also shared the SWOT Matrix and a video that summarized the article. There was a lengthy discussion related to both papers.</p> <p>Tom Hughes sent the presentation to the committee.</p>
<p>The Right Mix of Academic Programs (Sheldahl, Hilton) 30 minutes</p>	<p>Tania Sheldahl and Stacey Hilton shared a PowerPoint presentation and the SWOT Matrix associated with the article.</p> <p>Article: The Right Mix of Academic Programs: talks about making decisions to add, cut, grow, or shrink departments and degrees.</p> <p><u>Abstract</u>: Higher education needs to develop processes to examine all academic programs for efficiency and relevance.</p> <ul style="list-style-type: none"> • Taking Stock • Making cuts • Deciding where and how to grow • Optimizing courses schedules <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Rising labor costs • Falling public funding • Suppressed tuition revenue • Stark demographics • Public doubt about the value of higher education <p>At the end of the presentation, the group had a discussion related to the article.</p> <p>Tom Hughes sent the presentation to the committee.</p>
<p>The Looming Enrollment Crisis (Present, Hughes) 30 minutes</p>	<p>Tom Hughes and Wendy Present shared a PowerPoint presentation, "The Looming Enrollment Crisis."</p> <p>Article- Takeaways:</p> <ul style="list-style-type: none"> • Declining birthrates, financial concerns, and questions about the value of college are widely expected to lead to an enrollment crisis. • The pool of likely students is expected to become much smaller and more racially diverse. • How can we offer something different to students? • How do we market things? <p>There was a section in the report called "Weathering the Storm." Here are the take-Aways:</p> <ul style="list-style-type: none"> • Many colleges will have to change their usual practices and not just compete for the same students to survive the enrollment crisis.

	<ul style="list-style-type: none">• Colleges should carefully consider what value they offer students while balancing revenue, cost, and the right mix of academic programs.• College must update their program offering to reflect student demand but must handle program cuts with great care.• Some colleges are making an effort to recruit more international, adult, and lower-income students.• It takes a united board and leadership to bring about genuine transformation. <p>Call to action: The enrollment crisis will be here really quick. If we don't decide to make things different, the market will make them for us.</p> <p>The group shared different ideas and experiences on how the college can improve enrollment in the future.</p> <p>Tom Hughes sent the presentation to the group.</p>
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NEXT MEETING – Tuesday, November 10th, 2020 from 11:00 a.m.-1:00 p.m., <https://yavapai.zoom.us/j/97463077194>