

APO Recommendations to CPC for the Strategic Master Plan — v1 030216

Introduction and Background:

In spring 2015, the office of Institutional Effectiveness, Educational Services and Planning was charged to collect feedback from College constituencies and the community to inform and write College of the Desert's next Strategic Master Plan.

The feedback collected continued into fall 2015. During this time, Assessment of Planning and Outcome (APO), a subcommittee of the College Planning Council (CPC), completed an assessment of committees that existed in the CPC Handbook. In the process of completing the assessment for APO, the members of the committee revisited its role and products. APO's role is to ***“assess the performance of the college in relation to the goals and objectives specified in its strategic and operation plans,”*** including to ***“lead the effort in the evaluation and modification of the Strategic Master Plan.”*** At the December 10, 2015 meeting of APO, the members of the committee agreed with the original role of the committee and recognized that APO would be coming forward in spring 2016 to make a recommendation to CPC to create a work group to write up the Strategic Master Plan informed by APO's evaluation.

Method of Collection Data and Feedback:

For 2015, there was a review and analysis of internal and external information, data from the College of the Desert "Fact Book" and webpage including demographics, K-12 growth, graduation rates, current labor market trends, wages, regional planning documents, and existing college plans and reports. The existing information was synthesized into a single presentation that was presented at a number of "town hall" meetings. Data elements were shown and provided a comprehensive analysis of trends impacting the future direction of the District. Meetings were also held at off-site locations to gather input and discuss the process and objectives. There was also a 2015 Strategic Master Plan Survey (English and Spanish) posted to the College website where both the public and internal constituents could provide feedback. MAAS, the consultant working with the District, collected the information from both the surveys and forums and summarized the feedback received. MAAS completed the summary of the Strategic Planning Survey and summary of the feedback received during the 2015 Strategic Planning Process.

In spring 2016, APO mapped the original six goals from the 2010 Strategic Education Master Plan to the President's 24-Month Agenda for Advancement of Student Success and College/Community Development, which ended December 2015. APO also reviewed the key performance indicators used to measure the original six goals and their respective objectives.

Recommendation to CPC:

Recommendation #1: Recommend that CPC create a workgroup to write the 2016 Strategic Master Plan incorporating the following recommendations:

- Review and utilize APOs evaluation and mapping of the six goals from the 2010 Strategic Education Master Plan
- Incorporate the feedback received from MAAS, which summarizes the efforts of the College to collect feedback from the College constituents (Faculty, Staff, Leadership and Students) and the community of the Coachella Valley
- Use data and analysis provided by Institutional Research
- Because the President's 24-Month Agenda for Advancement of Student Success and College/Community Development has yet to be evaluated, the President's 24-Month Agenda should inform and be mapped to the 2016 Strategic Master Plan. Once created into the Strategic Master Plan, APO will commit to a timeline and process to evaluate the new plan regularly.
- The Office of IEESP should review the program/unit goals from the last 5 years of the Academic Program Reviews (Comprehensive Program Reviews) and consolidate the information to common themes to inform the workgroup. This will also connect our comprehensive review plans to our Strategic Master Plan.
- The Strategic Master Plan should follow the traditional format of incorporating the College Mission, College Vision, College Values, College Goals and Objectives.