



## Strategic Planning Committee Minutes

2:00 PM – 3:00 PM • Thursday, September 10, 2020 • Zoom

### Present:

Primavera Arvizu, Michael Carley, Anja Goebel, Kendra Haney, Catherine Hodges and Esmeralda Rodriguez

### Absent:

Andrea Anaya and Joe Cascio

#### I. Call to Order

Mr. Carley called the meeting to order at 2:01 pm.

#### II. Approval of Agenda

Motion made to approve the September 10, 2020 agenda.

**M/S/C:** Primavera Arvizu/Anja Goebel

#### III. Approval of Minutes

Motion made to approve minutes from September 3, 2020.

**M/S/C:** Anja Goebel/Esmeralda Rodriguez

#### IV. Discussion Items

##### A. Strategic Plan Draft Goals and Objectives

IR Director Carley suggest we use a similar format that Cero Coso used for our Strategic Plan. *Committee reviewed CC's Strategic Plan.* The committee agreed the format is viewer friendly, is aesthetically pleasing and should follow the same format.

The Strategic Plan will include the following information:

- Cover Page
- President's Message
- College Council/Strategic Planning Membership
- PC Mission, Values, & Philosophy

The mission statement is being reviewed and may go through changes, so we will need to be sure to included the updated version.

- Porterville Community page (basic community stats)

Depending on how much room there is will depend on what will be on this page, some items may have to be removed. This page will be charts and narrative on the charts.

- Population
- Educational Attainment
- Race/Ethnicity
- Unemployment Rates
- Think about including occupation/industry and household income (i.e. workforce and income in our area)

- Student Profile
  - Headcount/# First Time students (demographics)
  - Gender

The vast majority of students still select male or female. The transgender or non-binary group is less than 3%; if we need a table that shows all the different categories we can do that.
  - Race/Ethnicity
  - Age Group
  - Include First Gen population
- Notes on data sources (*may need this page to describe data in above and below sections/may move to end*)
- Goal 1: Increase Student Success

As we look at data points to measure do we want to match the Goals/objectives to the Guided Pathways Pillars as much as possible. How do we do this when the data points do not necessarily match?

The goals/objectives were created by the student journey and how we measure data points along that student journey.

We want to have few goals and keep the Strategic Plan simple.

  - Objective 1: Improve onboarding
    - # of first-time students fully matriculated in first year
    - # of students taking 15+ units in first semester
    - # of students taking both math and English in first semester
    - ??? (consult with chairs of GP onboarding group)
  - Objective 2: Increase Student Engagement
    - 5 CCSSE benchmarks
    - Specific goals re: CCSSE data

The CCSSE was abandoned in the middle of the spring 2020 semester due to the pandemic. We still have to think about what we will do for spring 2021 as it is looking like we will be online. IR Director is not sure if we should go forward with CCSSE in spring 2021 but that is a decision to be made later.

The data points from CCSSE have been used in several ILOs.

- # of clubs offered/participants or members in each – Kimanthi Warren  
Statics state that students who build community and are involved are likely to do better.
- Athletics - # of students involved – Gerred Link

This is a big part of the campus community and this is what PC is trying to grow. The CCCAA pulls data to show how important being involved is to student success and retention.

- Objective 3: Improve Completion of Momentum Points  
Course success rates were not included but can be added if the committee wants.
  - Persistence Rates  
Persistence rate is when we take the # of student in the fall and see how many of those students return in the spring and how many return the next fall.
  - Completion of college-level math in first year
  - Completion of college-level English in first year
  - Completion of both college-level math and English in first year
  - Completing 30 units the first year. See if there is a way to track this data.  
Right now, the rates are low, about 32%.
- Objective 4: Improve Completion Rates
  - # of Students Receiving Associate's Degrees
  - # of Students Receiving Certificates of Achievement
  - # of Students Transferring
  - ESS Completion Rate (Degree, Certificate or Transfer within 3 years)
  - Decrease the average number of units for Associate degree completers
  - Transfer students – complete degree???  
Out of those who transfer, how many complete their degree. Not sure if there is a way to track this.

Will look into imbedding some of the Guided Pathway Pillars, Vision for Success Goals, and Student Success Funding Formula. The GP Pillars are: Clarify the Path, Enter the Path, Stay on the Path, and Ensure Learning.

What extent do these match, should they match the GP pillars, and Vision Success Goals? How to converge GP Pillars, Vision for Success Goals and Student Success Funding Formula. VP Prima will look up data metrics other colleges are using and email them to the committee to use as examples.

1. We could revise/move around the objectives to match the GP Pillars
  2. As mentioned; there is the GP Pillars, the Vision for Success Goals, and the Student Center Funding Formula. We could do the goals and objectives the way we want and then annotate it with GP Pillars, Vision for Success Goals, and Student Center Funding Formula as we go through.
- The committee is leaning towards annotating with GP Pillars, Vision for Success Goals, and Student Center Funding Formula.

- Goal 2: Close Equity Gaps  
Professor Simpkins will have more information of Equity gaps towards the end of the week.
  - (Review next version of ESS before determining specific objectives)
  - Completion of math/English in first year
  - Persistence
  - Completion Rate
  - Examine race/ethnicity, gender, first generation (maybe others)
- Goal 3: Optimize Enrollment  
Goal 3 was about Enrollment Management and optimizing enrollment, Goal 4 discusses work force, reflecting the communities and applicable tools, and Goal 5 looks at Accreditation and the compliance metrics. After the plan was drafted IR Director was wondering if Goal 3 is just an objective and should be moved as such under Goal 5? The committee discussed and agreed to move Goal 3 under Goal 5 as Objective 2, renumbering the rest of the objectives accordingly.
  - Track FTES (2% growth per year?)
  - HS enrollment yield
  - Dual enrollment (consult McKenna & Thad)
    - # dual enrollment sections per year
    - # concurrent enrollments per year
  - ???
- Goal 4: Enhance Community Connections (*Now Goal 3*)
  - Objective 1: Provide Workforce Programs that Respond to Local Needs
    - # of CTE degrees
    - # of CTE certificates
    - # of Industry Advisory Committees (clarify)  
Never had a handle on a data point and not sure if we want to keep this.
    - Do we want to include the CTE Outcome Survey?  
We need to look at the whole document. The CTE Outcome Survey is really about a success metric; did the students get a job in their area of study after the student left PC. The response rates are low on the survey.
  - Objective 2: Reflect and Interact with the Communities We Serve
    - % Employees who attend community meetings (from climate survey)
    - Diversity in applicant pools (specify/can we still get these data/check with HR)

We can compare our employees to the community but that gets a little tricky because demographics amongst PC employees do not change as rapidly as it does amongst the community.

We can look at the gaps, see where the applicants are, and look at if we are reaching the applicants and getting diverse pools.

We have this semester and part of next to get Plan done. IR Director Carley and Jodie will work to update the draft with all changes for next meeting.

Next meeting, we will finish reviewing Goal 5, talk about more about the GP Pillars and the Vision for Success Goals, and start to look at the data.

**V. Announcements**

**VI. Future Agenda Items**

**Adjournment:**

**Meeting adjourned at 2:59 pm.**