

COLLEGE PLANNING COMMITTEE

MINUTES

November 29, 2006

West Campus, 6-202

Committee Members Present: Joe Battista, Amy Bosley, Tom Byrnes, Julie Corderman, Geraldine Gallagher, Jared Graber, Thomas Greene, Marisa Guilfoyle, Keith Houck, Susan Kelley, John Niss, Ruth Prather, Joyce Romano, Sandy Shugart, Larry Slocum, Linda Swaine, Chanda Torres, Kaye Walter, Bill White, Falecia Williams, Reneesa Williams, Silvia Zapico

Committee Members Absent: Suzette Dohany, Fitzroy Farquharson, Sue Maffei, Michele McArdle, Kenneth Moses, Bill Muldowney, Stan Stone, Rose Watson

Committee Staff Present: Rita Moore

Guests Present: Myrna Villanueva

I. Welcome and Introductions

Susan Kelley convened the meeting and welcomed the members.

Action: The minutes of the September 29, 2006 meeting were approved by consensus.

II. Higher Education Trends

Thomas Greene presented an overview of key higher education trends, including information from U. S. Secretary of Education Spellings' recent National Postsecondary Education Conference. The discussion focused on issues of Access, Educational Quality and Affordability.

III. Small Group Work: Data Discussion

The Committee formed four small groups for discussion of the October 4, 2006 draft of the Data Analysis Questions, developed by the Data and Situational/Needs Analysis Task Force. Each small group conducted a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The notes from the flip charts are attached to these minutes.

IV. Vision, Values and Mission Discussion

The Committee discussed the comments about the statements of Vision, Values and Mission collected on Learning Day (October 31, 2006). David Rogers and the Learning Day team were commended for work done to categorize all of the comments and produce a report.

V. Draft Contents of the Strategic Plan

The Committee reviewed the draft table of contents for the Strategic Plan.

Action: The Committee approved by consensus the Table of Contents with the following changes:

“Human Resources” should be added to item XV.

In item VII, members thought that “the College’s Competitive Advantage” could be better phrased

An “Executive Summary” step should be added

A “Statutory Purpose” should be included

VI. Update on Development of the Situational Analysis and Consideration of the Vision, Values and Mission Statements

Susan Kelley provided the Committee with an update on the plans for continued Collegewide consideration of the Vision, Values and Mission statements led by the Task Forces of the same name, noting that the Task Force anticipates receiving comments through March, at which time draft statements will be finalized for submission to the Committee. Also, she reported that the Data and Situational/Needs Analysis Task Force is in the process of writing a narrative Situational/Needs Analysis for collegewide review and comment. The narrative will reflect the SWOT analyses and data analyses offered by several groups, including the College Planning Committee’s comments.

VII. Next Meetings

Susan Kelley asked the members to hold the following dates on their calendars:

March 2, 2007 – all day Big Meeting

March 26, 2007 – Third Committee Meeting beginning at 1:30

April 27, 2007 – Fourth Committee Meeting beginning at 1:30

The meeting adjourned at 3:45 p.m.

FLIP CHART NOTES FROM 11/29/06 COLLEGE PLANNING COMMITTEE MEETING

External Focus – Question 1

“What are the potential changes to our community and its needs between 2000 and 2013? What are the most significant changes that will impact the programs and services Valencia delivers to the community to meet those needs?”

Growth/diversity as major theme

Technology – health care emphasis

International contact

Challenge of demand on infrastructure and institutions

Specialization in education and training

Quality of life issues related to extent/pace of change (poverty, crime, congestion, also opportunities for enhancement, public services)

Rationing of growth (planned emphasis)

External Focus – Question 2

“How might our relationships with community partners (including business, non-profit and government partners) support, enhance and detract from our ability to meet needs arising from community changes?”

Need to reinforce connections with various social/cultural agencies (balance)

Economic/social/cultural/health partnerships/connections

Strong SUS connections (UCF)

Channels to various ethnic groups

Effective 2-way communication with service area

Correct/improve any negative perceptions

External Focus – Question 3

“Who are our current competitors and how might they change by 2013? What are our competitors’ targeted populations and programs, who are their successful recruits and what is the volume of their enrollment?”

Competitors

Strengths:

- Current price point
- Partnering with former competitors

Weaknesses:

- Lack of accelerated programs
- Low (self) image for Valencia
- Schedule inflexibility

Opportunities:

- Financial aid packaging partnerships

Threats:

- Additional state universities

Question: Comparability of product targets for branding?

Request for data: Demographics of on-line

External Focus – Question 4

“What is our current and projected public policy environment, our strategy for navigating that environment and the results we wish to achieve in garnering resources to serve our employees, clients and students?”

Public Policy

Strengths:

- Stress on outcomes
- Bully pulpit – well positioned to influence policy
- Most efficient solution (\$) to expanding demand

Weaknesses:

- Immigration/access
- Poor connection to state/federal workforce development

Opportunities:

- Potential local funding
- A++ partnerships
- Well positioned to close gaps
- Local partnerships/philanthropy/grants

Threats:

Social service overhangs

Question: Tech centers as competition?

Internal Focus – Question 1

“How does Valencia currently invite or restrict access to higher education?”

Lack data on facilities and virtual learning (where are we going/who do we serve and where)

Program offerings on campuses restrict access

Location of campuses restricts access

Online and hybrid programs

Who are our online students?

How do they access us?

Cost of tuition/books

Housing costs rising

Service sector jobs

Financial aid

One-on-One personal relationships with financial aid

Need to know more about how our processes and culture (front door) invite and/or restrict access

How well do we identify the students who need us?

What about our culture restricts and/or invites access?

What happens from initial contact?

Continue targeting 18- 24 year olds

Internal Focus – Question 2

“What are the perceptions of students (current and prospective) about access to the College and their experiences in attending Valencia?”

Word of mouth

Perception does not match job placement data

Are we encouraging people to apply for financial aid who don't meet requirements or is there a lack of money?

What are the experiences and perceptions of students at Valencia? What about those who do not enroll?

Do we have data? What does it say?

Shift to access is a big change in focus

How do we help them move forward?

Internal Focus – Question 3

“How do the experiences and characteristics of successful and unsuccessful students differ, beginning with their initial contact with Valencia? To what extent can we demonstrate “value added” and what measures of learning are available to us?”

Motivational factor with students

Perception of students when they arrive at VCC

We need to understand this

They will filter what we say based on their experiences with us

Loyalty and how far that can go if it is instilled at front end and cultivated

Opportunities: cutting edge thinkers

Threats: burned out staff; perception of low price = low quality

Internal Focus – Question 4

“How do our fiscal, facility, technological, student affairs and human resources capabilities, policies and strategies support and/or hinder students in meeting their learning goals?”

Strengths:

Calendar

Faculty hiring

TLA (faculty development)

Scholarships

Good technical infrastructure

LifeMap

Weaknesses:

Parking

Not enough facilities
Uneven technology collegewide
Lag in funding/growth issue
Spotty employee feedback/evaluation system
No or little incentives for good work collegewide
Hiring challenges

Opportunities:

Staff development

Threat:

Competition