

**DRAFT**  
**Minutes of Communication Task Force**  
**April 6, 2007**  
**1:30 PM**  
**6-202 West Campus**

**Present:**

Karen Blondeau, Joanna Branham, Lois Brennan, Michelle Foster, Teresa Gallagher, Bill Gombash, Sharon Gaston-McGriff, Priscilla Gray, Susan Kelley, Kevin Mulholland, Joe Nunes, Kim Long, David Rogers, Barbara Shell, Bliss Thompson, Angela Trujillo

Karen Blondeau acted as facilitator.

**Minutes**

The review and approval of the minutes of the last meeting were deferred to the next meeting.

**Strategic Planning Progress Review**

Susan Kelley reviewed the timeline and incorporated a discussion of the status of work products from the Big Meeting.

- The work of the Situational/Needs Analysis Task Force is complete and the document continues to be disseminated for comment.
- A revised draft of our Vision, Values and Mission statements, developed by the task force of the same name, was shared with the College Planning Committee on March 26. The work was well received. Several edits were discussed as well as a recommendation to revisit the vision statement. The Marketing Department will provide input on crafting the statement to be memorable and meaningful. A revised version will be circulated collegewide for comment. A new version is anticipated to be completed and presented to the College Planning Committee at its April 27<sup>th</sup> meeting.
- The next step is for a team to design goals which will speak to results, using the Kaufman Mega Planning model. These goals, based on discussions at the Big Meeting, should be completed in draft form by the April 27<sup>th</sup> meeting, also.
- Specific Goal Teams (number to be determined) will be named in May. These teams will formulate objectives and name strategies to achieve the agreed upon goals.

**Report from Vision, Values and Mission Task Force**

David Rogers summarized the work of the Vision, Values and Mission Task Force, reiterating that Marketing will be working with them to revise the Vision statement. He also reported on the progress of his work with Chanda Torres, Director of Student Development, on the creation of a student survey instrument. This survey should be

ready for distribution by mid-to-late April. Bliss Thompson asked about a mechanism to target international students. David will explore options.

### **Action Team Reports**

Each campus/center/group action team reported on activities. Discussion generated ideas for the next phase of this Task Force's work. For example, it was suggested that we include strategic planning information in the Orientation program for new employees and in campus Welcome Back activities.

Barbara Shell reported on the work with the Community Partners. A Community Report is in final preparation and nearly ready to distribute. She reported that feedback from the Black Advisory Council was favorable regarding their perception of how their work has contributed to the process.

### **Learning Conversations Conference**

Susan Kelley reported on the two presentations by Valencia staff and faculty on the Strategic Planning process, given at the recent Learning Conversations Conference here in Orlando. General discussion from this Task Force concurred that the collaborative process at Valencia Community College was unique, and that we are fortunate to be a part of this environment where all voices are honored in a trusting environment. Many other academic institutions are eager to begin moving toward what we have achieved, but find it daunting to make the first steps. Consensus of this group was that the work of the Communication Task Force will be critical to sustaining our collaborative process in the future.

### **Next Meeting**

Due to the nature of our current work, the Task Force agreed that our next called meeting will be in mid-summer. In the intervening time, the business of the group would be conducted electronically. The agenda for the mid-summer meeting will include strategies to incorporate the emerging Strategic Plan into new academic year activities.

The meeting adjourned at 2:45 PM.