

DRAFT

Data and Situational/Needs Analysis Task Force

Agenda September 15, 2006 2:30 p.m. East – 3-113

(In the style of the College Planning Council, agendas are planned with estimates of the time needed for each item. These estimates are simply that: estimates. They may be reduced or exceeded as the task force members may wish, to ensure full discussion and flow of the meeting. If the Task Force meets the time estimates below, the meeting will last 130 minutes, including a 15-minute break, enabling us to adjourn at 4:40 p.m.)

Fitzroy Farquharson and Susan Kelley will co-facilitate this first meeting. Volunteers may be identified to facilitate future meetings.

- 1. Introductions – 5 minutes – Facilitated by Fitzroy Farquharson**
- 2. Review of the Task Force Charge from the CPC – Facilitated by Fitzroy Farquharson (Estimated time – 5 minutes)**
The task force will review the written charge provided by the College Planning Council.
- 3. Review of the Strategic Planning Time Line – Facilitated by Fitzroy Farquharson (Estimated time – 10 minutes)**

The task force will review the time line for strategic planning to better understand the relationship of its work to the final creation of the strategic plan.

4. Review of Kaufman Organizational Elements Model – Facilitated by Susan Kelley

(Estimated time – 10 minutes)

This model, which was adopted by the College Planning Council to help guide our planning efforts, provides a rationale for the Situational/Needs Analysis as an assessment of current results as compared to desired results. These gaps in results are labeled as “needs.”

5. Sharing of models from other Colleges – Facilitated by Fitzroy Farquharson

(Estimated time – 5 minutes)

The task force will be asked to review model situational analyses from other colleges prior to its next meeting, to gain perspective on how other institutions have addressed situational/needs analysis. The College Planning Council is also reading these same models in preparation for its meeting on Sept. 28.

6. Proposed structure for data collection – Facilitated by Susan Kelley

(Estimated time – 20 minutes)

A small team of task force members met in August to explore the key questions we might ask in collecting and analyzing the internal and external data. These questions are intended to form a taxonomy for our use in the situational analysis, with both internal and external areas of focus. A report on their work will be shared for comment, and the team will be asked to finalize its recommendations prior to the next task force meeting.

Meantime, data collection should begin, given the tight timeline for our work. The following proposed structure for data collection from the Society for College and University Planning will be reviewed and adapted as the task force

deems appropriate, to help organize our initial data collection.

The Society for College and University Planning provides a standard taxonomy for the external environment as follows: Societal/Cultural; Political/Legal; Competition; Technology; Economy. We may adopt that or adapt it as the task force deems appropriate. The questions generated by the small team that will meet will serve to identify the specific areas of exploration within the areas covered in the taxonomy.

There is no standard taxonomy for the internal environment, and colleges typically structure discussion around strengths and weaknesses, using the organizational chart, functional analysis (for example, teaching/learning, economic development, community development), the Seven P's in Marketing Analysis (Product, Promotion, Price, Place, Participants, Physical Evidence, Process of Service Assembly), or they invent their own paradigm, which is the option we are considering for Valencia. The questions developed by the small team that will meet will serve to suggest our own unique paradigm for this internal analysis.

BREAK – 15 minutes

**7. Identification of quantitative and qualitative data –
Volunteers will serve as scribes to record the group's
work. Facilitated by Susan Kelley
(Estimated time 30 minutes)**

The task force members will identify and list readily available internal and external data and data that we want to secure and analyze to determine gaps in results (needs). For the purpose of creating this initial list, the external data will be grouped in each of the areas identified under item 6, above, with any modifications made by the task force.

Internal data will be listed together and later “grouped” under the questions to be identified by the small team appointed for that purpose prior to our next meeting.

We will take into account experts’ advice to proceed with data that we have or can readily obtain, rather than waiting for the “perfect” data.

**8. Development of time line for the task force’s work –
Facilitated by Susan Kelley**

(Estimate time: 15 minutes)

The task force will finalize the following draft time line, amending as needed:

- Initial data collection completed – Friday, Sept 29
- Identification of any missing data required and finalization of situational analysis taxonomies– by Friday, October 5
- Data analysis completed – by Friday, October 19
- Draft situational/needs analysis completed – by Friday, October 27 (We may wish to involve the CPC in this analysis as a major part of its Oct 26 meeting in order to have broader participation, beyond the task force)
- “Highlights” report to the College for Learning Day completed – by Monday, October 30
- Final situational/needs analysis report to the College Planning Committee completed – by Friday, December 1
- Evaluation of task force work completed – by Friday, December 14

9. Meeting dates – Facilitated by Fitzroy Farquharson

(Estimated time: 15 minutes)

The full task force will need to meet on or immediately after Sept 29, October 5, Oct 19, Dec. 1, and Dec 14, to meet the deadlines listed above.

Also, to facilitate the work, the task force may wish to name four sub-groups from its members as follows:

- A. Review data collected and identify missing data
- B. Draft/write the situational/needs analysis
- C. Prepare the highlights report to the College for Learning Day
- D. Write the final draft of the situational/needs analysis for submission to the College Planning Committee

Reminder: “To Do” List for the Second Meeting

- All task force members will review the model situational analyses from other colleges
- Each task force member will gather the data he or she agreed to secure prior to the second meeting
- The Data and Situational/Needs Analysis team will finalize the draft set of questions to guide our situational analysis, both external and internal
- A task force member will volunteer to facilitate the second meeting (or to co-facilitate with another member)
- Volunteers will be sought for the four sub-groups identified above
- Task force members who could not attend the first meeting will receive an update, and we will attempt to schedule meetings when the majority can attend.