

*DRAFT*

**Data and Situational/Needs Analysis Task Force  
Minutes  
October 6, 2006**

**Task Force Members Present:**

Fiona Baxter, Jenny Britton, Christian Campagnuolo, Kurt Ewen, Fitzroy Farquharson, Rhonda Glover, Liz Gombash, Carin Gordon, Thomas Greene, Susan Kelley, Joe Lynn Look, Andrew Ray, Cheryl Robinson, David Rogers, Valerie Russell, and Allison Sloan.

**Task Force Members Absent:**

Julie Phelps, Pedro Rivera, Joan Tiller, Elizabeth Washington

**Introductions**

The Task Force members introduced themselves.

Susan Kelley, acting as facilitator, noted that at the initial Task Force meeting on September 15, the members adopted a goal for the October 6 meeting of identifying any missing data required for the situational/needs analysis, and finalizing the situational analysis taxonomies.

**Task Force Minutes of Sept 15 and Review of the Task Force Charge**

**Action:** The minutes of the September 15 Task Force meeting were approved as circulated. The members were referred to the attached Task Force charge for clarity regarding the expectations for the group's work.

**Adoption of Taxonomies for the Internal and External Environment**

The Task Force reviewed the recommended changes to the data analysis questions received from the College Planning Committee. It was noted that the questions were reviewed also by the President's Staff and the College Planning Council. The questions were developed with the intent that they form a taxonomy for use in the situational/needs analysis, with both internal and external areas of focus.

**Action:** The Task Force adopted the questions with the amendments suggested by the College Planning Committee.

The Task Force also reviewed the standard external taxonomy suggested by the Society for College and University Planning: Societal/Cultural; Political/Legal; Competition; Technology; Economy.

**Action:** It was agreed that the Task Force would use this external taxonomy, with areas of focus within these categories provided by the external questions adopted above.

## **Identifying Quantitative and Qualitative Data to be Analyzed**

The Task Force members reviewed the list of data developed at the September 15 meeting, noting the data that members had obtained, and noting any data that were missing.

**Action:** The Task Force divided the various data elements among the members, ensuring that each set of data would be reviewed by at least two members. Each person agreed to analyze the data to determine gaps in results (needs) as part of the situational analysis, noting which of the external areas listed in item 4 that the data may address and which of the eight data analysis questions the data address. The analyses will be submitted to Susan Kelley by October 13.

It was agreed that while missing data will be noted, the Task Force will take into account experts' advice to proceed with available data or data that can be readily obtained, rather than waiting for the "perfect" data. Addressing gaps in available data could well become part of the College's plans for the future.

## **Next Steps and Assignments**

The Task Force agreed to the following plan of work and time line in order to conclude its work by December 15, 2006:

- Initial analyses of data elements assigned to each Task Force member will be due to Susan Kelley by Friday, October 13.
- The data will be reviewed the week of October 16 to identify missing data that might be added in a timely manner
- Data gathering and analysis will be completed by Friday, October 20
- The analyses of the Task Force members will be merged into one document by October 20, using the taxonomies adopted to organize the analyses, with this serving as a first step toward developing the situational/needs analysis.
- A SWOT team (a small group of Task Force volunteers) will work with Susan Kelley during the week of October 16 to merge the information received into a format that can be used to conduct a SWOT analysis at the Task Force meeting on October 20, and will design the process for the SWOT analysis.
- The SWOT team will lead the Task Force in a SWOT analysis on October 20. A small Writing Team of Task Force volunteers will summarize the findings by October 24 and share electronically with the Task Force.
- The SWOT team will design an activity for the College Planning Council to review and suggest additions or amendments to the SWOT analysis at its meeting of October 26.

- The first draft of a situational/needs analysis will be completed by Friday, October 27 (or soon thereafter), based on the data and SWOT analyses by the Task Force and the Council
- A “Highlights” report to the College for Learning Day will be completed by the end of day on Friday, October 27.
- A SWOT analysis will be completed by the College Planning Committee on November 29
- Input from College Learning Day will be gathered, available missing data secured, and a final situational/needs analysis report to the College Planning Committee will be completed by Friday, December 1, or shortly thereafter
- Evaluation of Task Force work completed – by Friday, December 15

### **Meeting dates**

It was agreed that the full Task Force will meet on Friday, October 20 at 2:00, and on or near Thursday, November 30, and Thursday, December 14. Susan Kelley will send out meeting notices after communicating with all members regarding availability.

## **Charge to the Data and Situational/Needs Analysis Task Force 7/25/06**

### **Approved by the College Planning Council on 7/27/06**

The Data and Situational/Needs Analysis Task Force of the College Planning Council will be charged with carrying out the following activities and completing the work products named during the August – November 2006 period:

- Studying a list of planning questions developed by the College Planning Council, and the Senior Executive Staff, and determining relevant qualitative and quantitative data that can be identified or generated that will assist the College in addressing these questions  
(August – mid-September)
- Securing the data identified and sharing it among the Task Force members for discussion, with the aim of developing a narrative description that analyzes the College's and the community's situation, focusing on needs, defined as gaps in results  
(mid-September – mid-October)
- Reporting on progress at the September 28 meeting of the College Planning Council, working through the Council member who serves as a liaison from the Task Force to the Council (2:30, East 3-113)
- Collaborating to write the narrative situational/needs analysis and to present the analysis and relevant data on which it is based to the entire College at Learning Day, October 31, 2006.  
(Last two weeks of October)
- Sharing a draft with the College Planning Council on October 26, working through the liaison (2:30 p.m., Winter Park Campus).
- Assisting in evaluation of the work of the Task Force and documenting the work as part of the planning process archives (November 2006).

## FOURTH DRAFT

October 4, 2006

Approved by the Data and Situational/Needs Analysis Task Force, October 6, 2006

### Data Analysis Questions

NOTE: This version includes suggestions from the College Planning Committee at its September 29, 2006 meeting. Those changes are noted in red.

(Based on the work of Fiona Baxter, Fitzroy Farquharson, Rhonda Glover, Thomas Greene, Susan Kelley, David Rogers, and Joan Tiller.)

#### **I. External Focus (Our Community, Economic Development, Competitors and Partners)**

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?
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?
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?
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?

#### **II. Internal Focus (Access, Student Success, Resources)**

1. How does Valencia currently invite or restrict access to higher education?
2. What are the perceptions of students (current and prospective) about access to the college and their experiences in attending Valencia?
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?**
4. How do our fiscal, facility, technological, student affairs, and human resource capabilities, **policies**, and strategies support and/or hinder students in meeting their learning goals?