Strategic Planning, Why?

- How many of us believe that community colleges will look exactly the same 20 years from now?
- Existing operating models, value propositions, funding sources, and competitive positions can no longer be taken for granted.
- See the opportunity to create a collective vision of the future
- Organizations develop or deteriorate.
And, Still Why?

• Identify and deal with the internal barriers to planning.
• Potential for resolving conflicts between competing interests.
• Identify strategic or critical issues through assessment activity.
• Develop a base of useful information—a quantitative and qualitative legacy—for future.
• Develop priorities for funding projects on the basis of plans.
• Utilize plans to make decisions about staffing, equipment, and projects.

Strategic Planning

External Assessment

Vision

Strategic Options

Alternatives

Strategic Management

Internal Assessment
Planning Elements

- Mission, Values, Review
- Environmental Scan
- Planning Assumptions
- Enrollment Projections
- Labor Market Projections
- Competitor Analysis
- Program Vitality
- Facilities Needs and Projections
- Recommendations for Strategies and Success factors

Framework for Strategy
Goals for the Process

• Respect and build on work that has gone on in the past
• Deep listening for all stakeholders
• Maximum participation
• Contributions from all
• Have fun with the future!

My Role

• To facilitate, not to create
• To encourage, not to complete
• To guide, not prescribe
• To share my experiences in planning
External Scan

Cañada College FTES and Headcount Trends

A recent trend toward more full-time students

Source: SMCCCD District Office
What Does College Cost?

Tuition, Room, and Board
- Financial Aid

Net College Cost

California Community Colleges
$9,408
-$960
$8,448

This is 41 percent of annual family income for students from the lowest 40 percent of California families
Planning Assumptions

How Can You Help

• Suggestions for the Environmental Scan and Planning Assumptions
• Create awareness among your colleagues
• Attend the next two strategy sessions and the open forum
• Advance your ideas about Cañada College’s future directly and frequently throughout the process
Sample of GIS Maps