



Strategic Planning Strategy Sessions, First Round

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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.

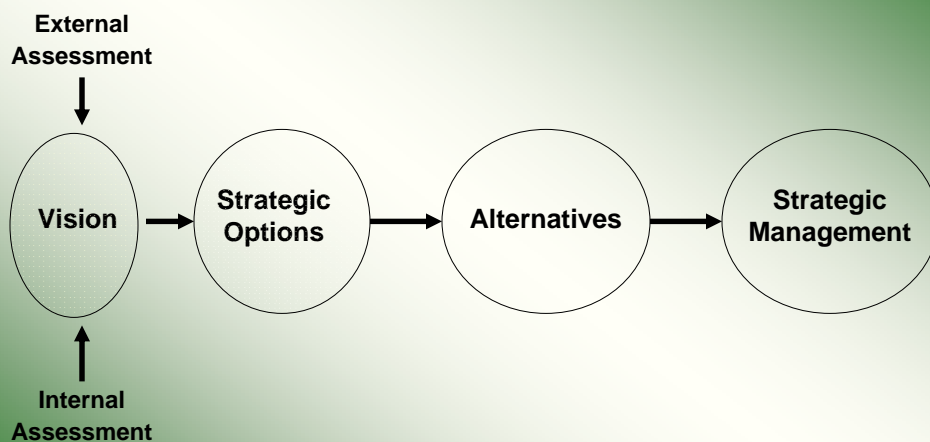


And, Still Why?

- 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

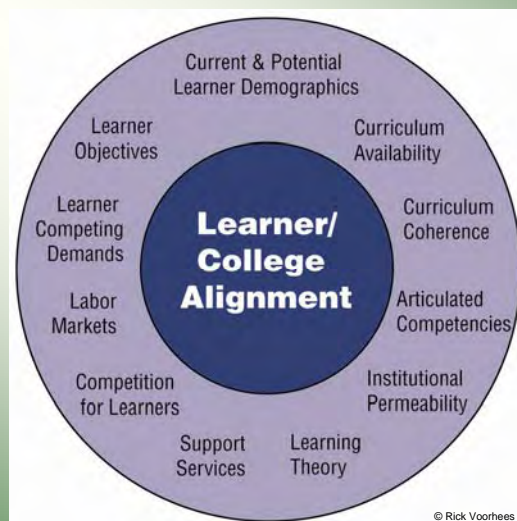


Planning Elements

- 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!

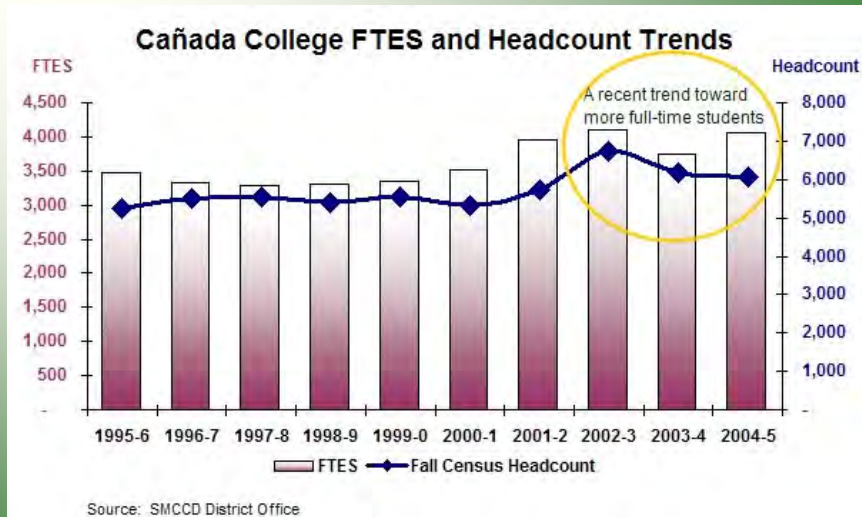


My Role

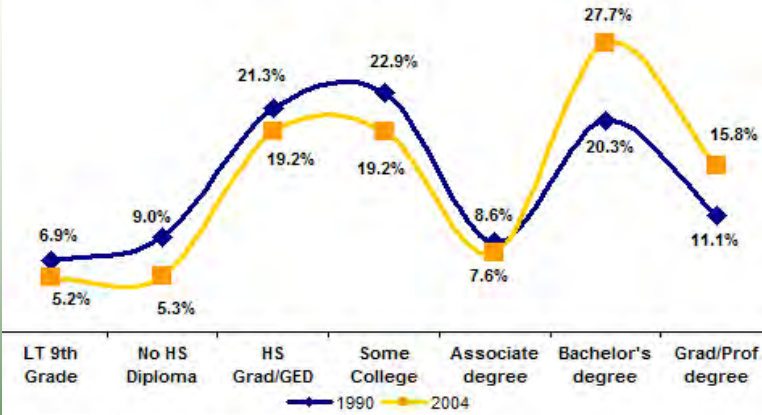
- To facilitate, not to create
- To encourage, not to complete
- To guide, not prescribe
- To share my experiences in planning



External Scan



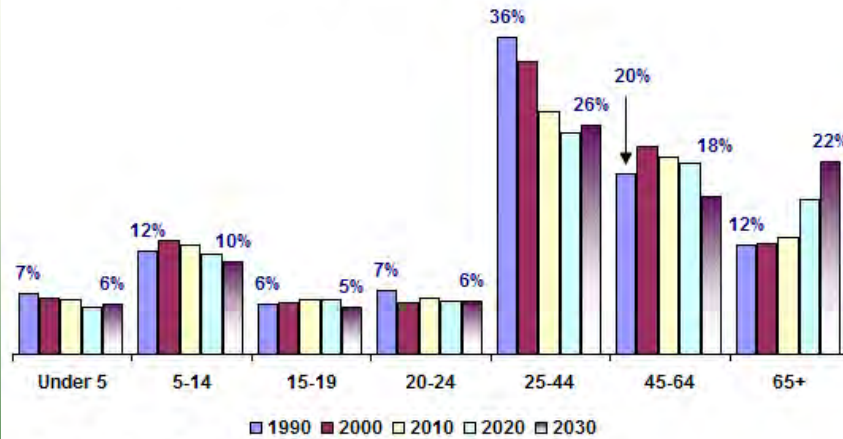
Shifting Education Levels, San Mateo County



Source: U.S. Census Bureau. Data are for adults 25 years and older

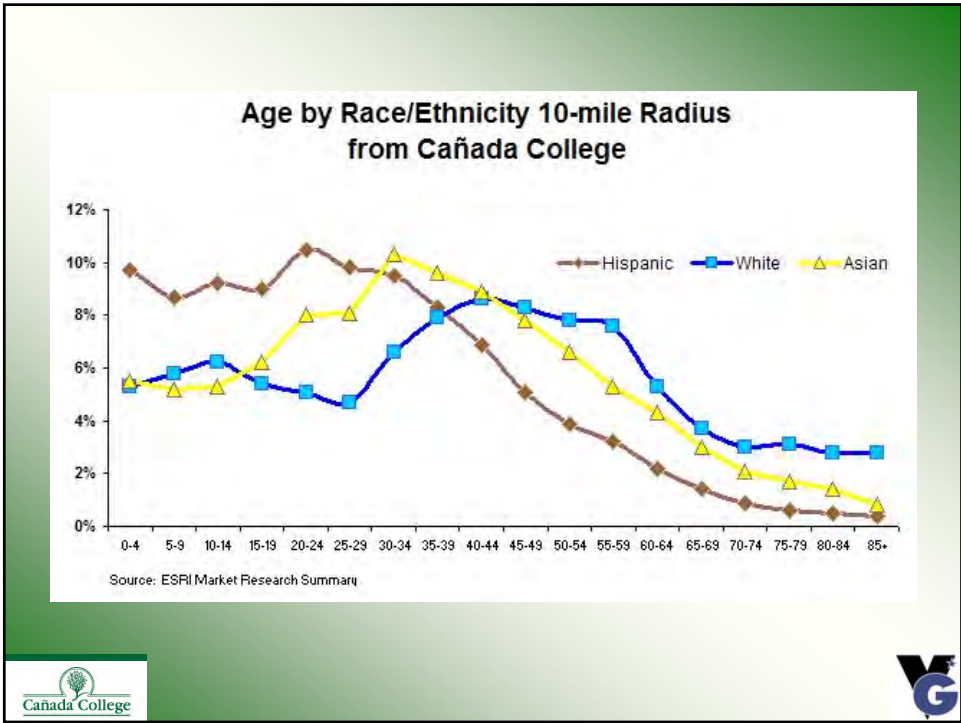
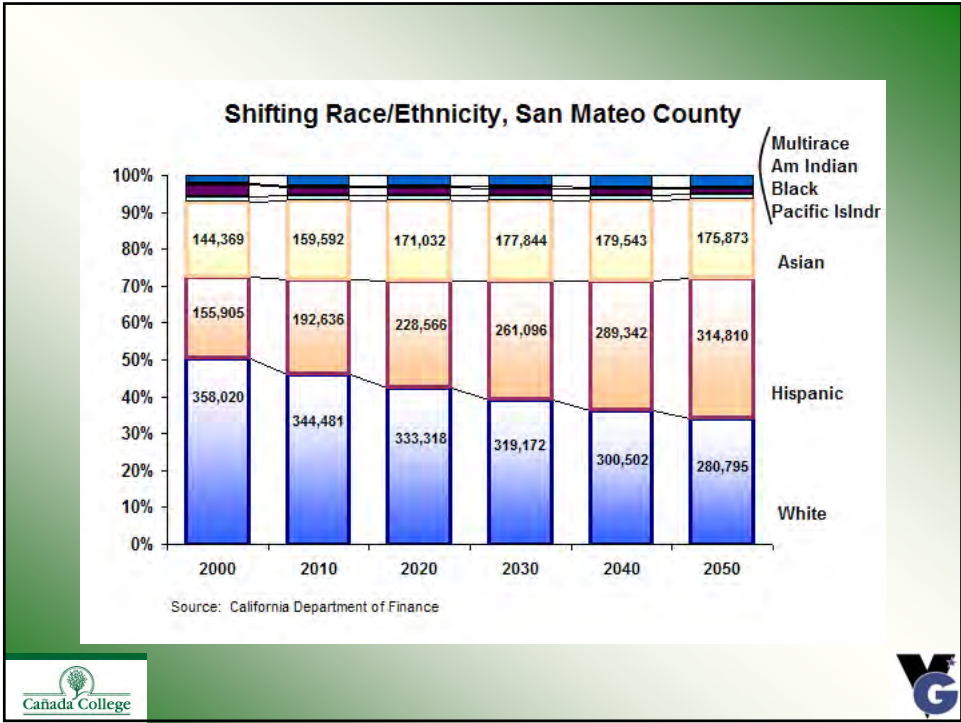


Changing Age Ranges, San Mateo County

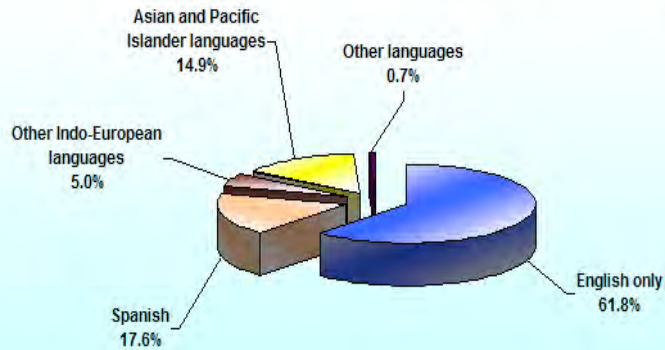


Source: U.S. Census Bureau and California Department of Finance projections





Languages Spoken at Home, San Mateo County



Source: U.S. Census Data, American Fact Finder, 2004



What Does College Cost?

Tuition, Room, and Board

- Financial Aid

Net College Cost

California Community Colleges

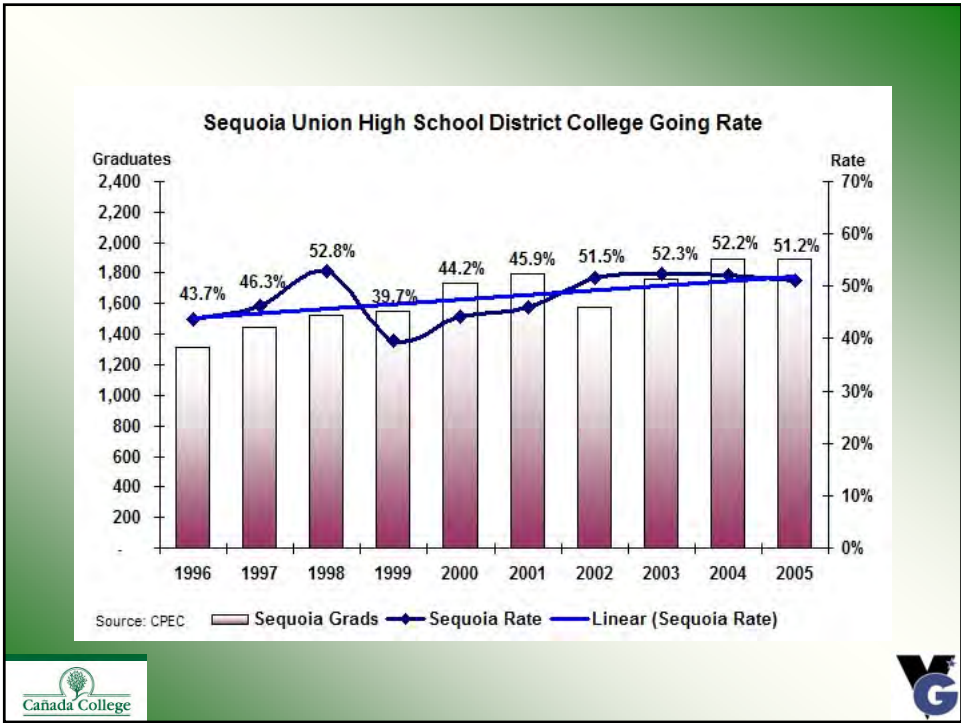
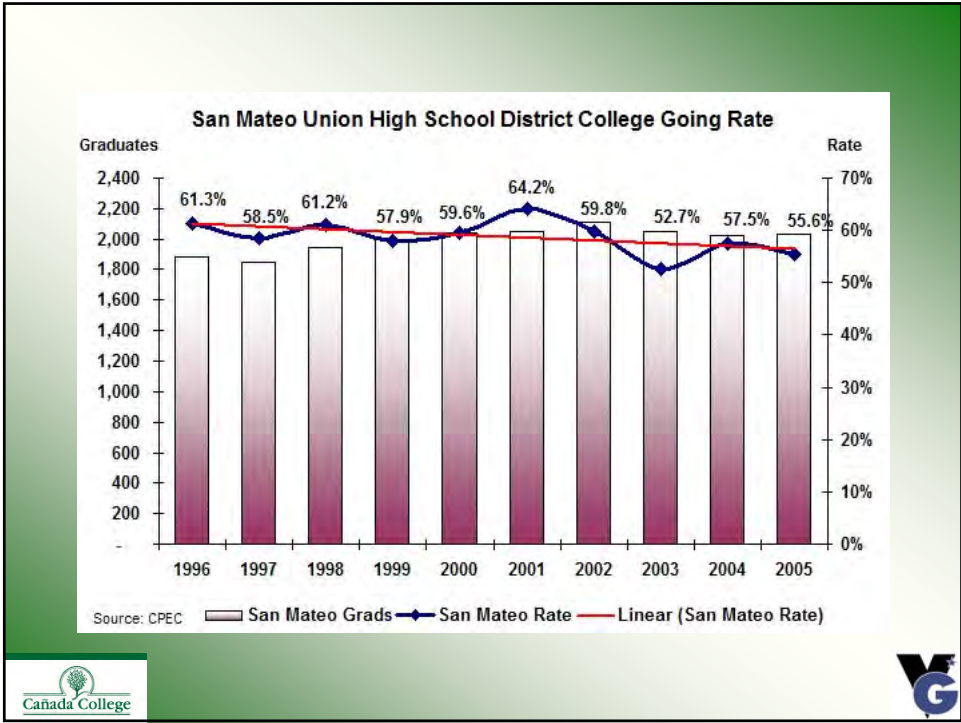
\$9,408

-\$960

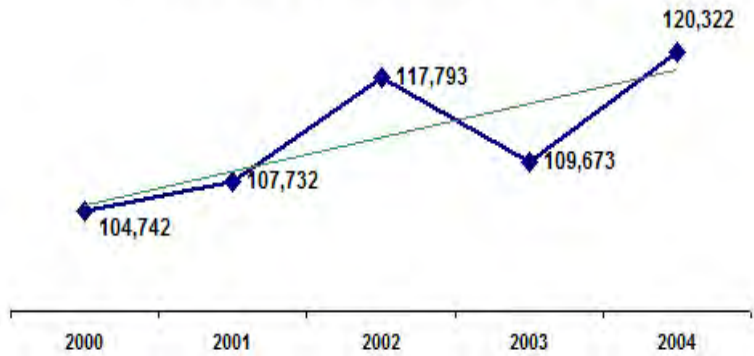
\$8,448

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





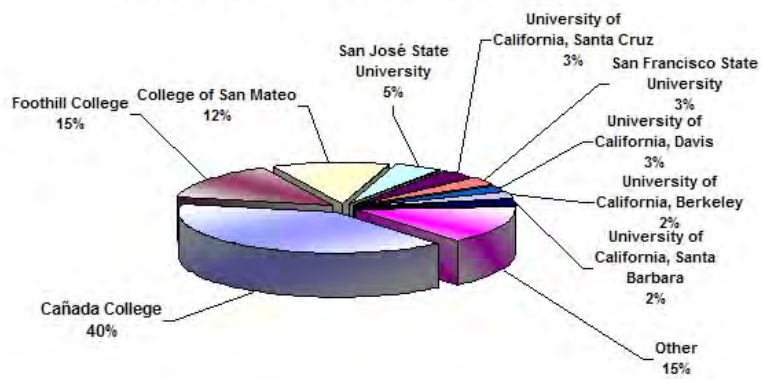
First-Time Freshmen Fall Enrollment California Community Colleges



Source: California Postsecondary Education Commission

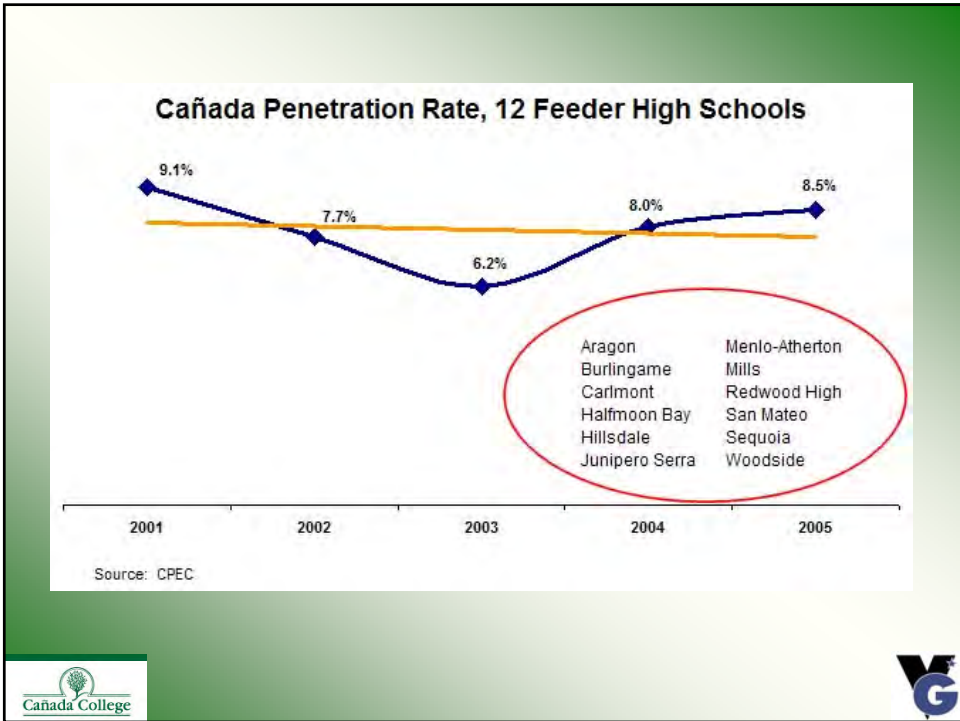
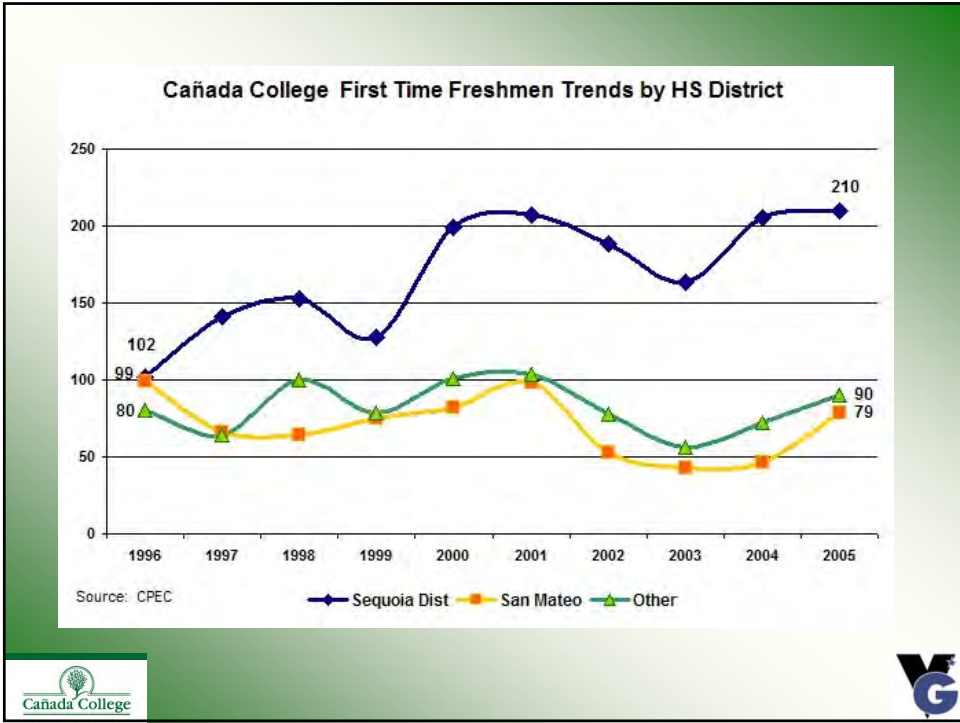


Higher Education Destinations Sequoia Union High District Seniors



Source: CPEC Data are 2004-2005 seniors





Planning Assumptions



How Can You Help

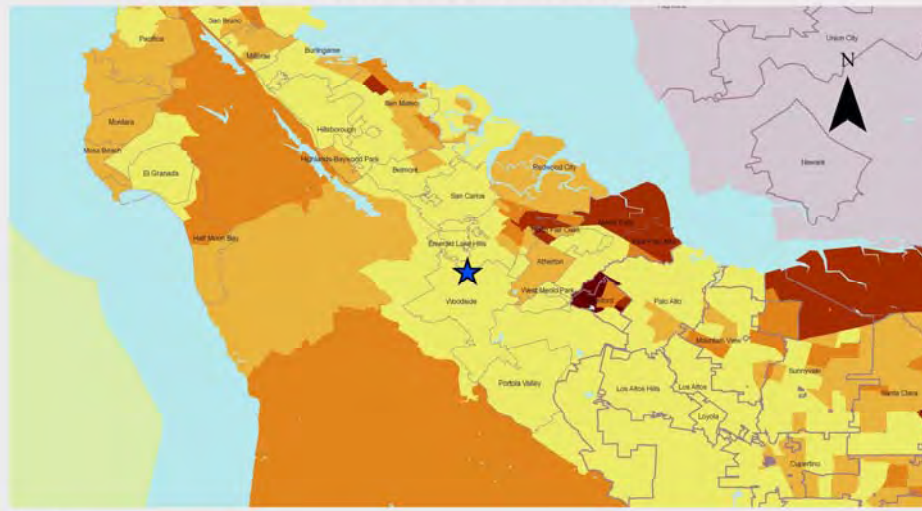
- Suggestions for the Environmental Scan and Planning Assumptions
- Create awareness among your colleagues
- Attend the next two strategy sessions and the open forum
- Advance your ideas about Cañada College's future directly and frequently throughout the process



Sample of GIS Maps

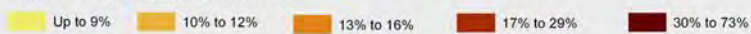


18 to 24 Years Old, 2005



Legend

Percent of Population: 18 to 24 Years Old



★ Cañada College

