

OFFICE OF PUBLIC AFFAIRS

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INTRADISTRICT CORRESPONDENCE

To: All Staff
From: Donna Hatchett, District Director Public Affairs
Date: April 14, 2000
Subject: Strategic Conversation Summary

A summary of the Board's second Strategic Conversation, held on March 28, 2000 is attached for your information. The list of topics and the Strategic Statements that were developed will be discussed by the Board of Trustees at the Board meeting of April 25, 2000, which will be held at Fullerton College in the Recital Hall at 5:30 p.m.

All staff are invited to attend the meeting and contribute to the Board's discussion.

STRATEGIC CONVERSATION #2

The topics listed below were generated during the first round of the Strategic Conversation, which was structured to allow for a broad range of interests to be identified. The topics are organized under six general category headings, and some are listed in more than one category.

District/Campus Operations

1. Master plan - strategic plan. (not just buildings)
2. Coordination of external funding that comes to district - i.e. grants.
3. Categorically funded programs - PFE - How can/will these be integrated and institutionalized for future activities? Title III funding programs Start-up \$ in funds to permit beginning grant/projects without waiting for accounting procedures which delay/discourage innovations by being cumbersome.
4. Collaborative vision building - joining common mission, common goals, common direction. Collaborative mechanisms to resolve issues at the District level that coordinate/support activities on the campuses, e.g. grant funding, technology, curriculum.
5. Issues of campus safety.
6. Research is key to having data to support grants, programs, courses.
7. Clarification of decision making process within NOCCCD.
8. Getting NOCCCD into Anaheim.
9. Having a global plan that includes decision making to encourage student success.
10. Excessive bureaucracy affects morale and in turn affects quality of customer service.
11. Everyone is accountable at all sites and every level for student success.
12. Every District Office employee serves the education centers to promote student success.
13. Coordinate FC, CC & SCE planning so the whole focuses on student success, not just facilities.
14. Colleges and SCE more visibly appealing and customer friendly.
15. Pump more cash into maintaining restrooms and improving the overall appearance of our colleges and SCE.
16. Amount of staff time that is involved in hiring and evaluation of staff.
17. Are we making progress in our diversity goals?
18. Length of time it takes to purchase, install and receive items. Lack of support staff in all areas.
19. District strategic plan based on student success.
20. Adequate support staff in all areas.
21. Operational plan to provide for district wide activities and procedures. District - campus relations. Human Resources.
22. Safety- environmental compliance and awareness.
23. Equivalency.
24. Site Managers need flexibility and decision making power.
25. Orientation.
26. Human resources - increased work load, outreach.
27. Develop plan for inter-relationship between district entities.

28. Improving student outcomes - allocate proper resources - productivity and efficiency are not be all/end all concepts.
29. Restructuring of technology & human resources.
30. Structure of divisions may impede instruction - reconsider division alignments, with consideration of learning paradigm.
31. Academic Calendar - addresses student needs, but must also consider impact on support staff.
32. Moving community colleges away from K-12 regulations and toward CSU/UC.
33. Synchronize summer sessions with high schools and CSU/UC calendars.
34. District as publisher of instructional materials - web pages, CD Rom, basic skills books.
35. More active marketing for visibility, not just recruitment.

Student Success

36. Student access - not as well prepared - demand for remedial education.
37. Are we prepared to deal with tidal wave of new students? Are we ready to recognize and "deal" with their needs, regardless of what those needs may be? SCE may need additional funding to meet these needs.
38. Having a global plan that includes decision making to encourage student success.
39. Everyone is accountable at all sites and every level for student success.
40. Every District Office employee serves the education centers to promote student success.
41. Coordinate FC, CC & SCE planning so the whole focuses on student success, not just facilities.
42. Reducing semester from 18 to 16 weeks will reduce student success in math and science.
43. Retention as it is impacted by access, success outcomes (PFE).
44. Student retention vs. quality of standards and maintaining them.
45. Student success and access to technology.
46. District strategic plan based on student success.
47. Improving student outcomes - allocate proper resources - productivity and efficiency are not be all/end all concepts.

Technology

48. How to pay for technology.
49. Technology - training. Reinstate travel\conference funds--staff development budget is not enough.
50. Computers - people - money - maintenance - prioritize technology.
51. How are we going to support technology - for student support & instruction?
52. How do we address the "digital divide" between students who have access to technology and those who do not.
53. End user at the campus - being ready now that EIS is here.
54. Lack of technology.
55. Technology - realignment of human resources and training and funding.
56. Student success and access to the technology.
57. Information System Access.

58. Technology - address student needs - how we use & support - teaching, equipment needs, internal communication and access to official documents.
59. Internet access and connections essential in every building.

Instruction

60. Standards vs. Access. Pedagogy/Alternative delivery.
61. Flexible course offerings. User friendly - distance learning.
62. Coordination of at least general ed curriculum on both campuses.
63. New technologies - new innovative approaches to teaching.
64. Student retention vs quality of standards and maintaining them.
65. Structure of divisions may impede instruction - reconsider division alignments, with consideration of learning paradigm.
66. Certificate programs through Distance Education.

Students/Enrollment

67. Future enrollment - Reach out to diversify faculty/administration.
68. Student access - not as well prepared - demand for remedial education.
69. Underprepared students. Cross cultural issues. Dishonesty/cheating.
70. Promoting student involvement in civic activities and community service.
71. Student political involvement.
72. How to facilitate, incorporate, reach out to the new type of students.
73. Not missing the tidal wave - how to attract and keep students, especially low income and under-represented students.
74. How can we best serve the student?
75. Are we making progress in our diversity goals?
76. Becoming more responsive to immediacy of needs of students, particularly in scheduling.

Fiscal/Budgeting

77. Fit planning with budget/model that will stay in place.
78. How to pay for technology.
79. Technology - training. Reinstate travel/conference funds--staff development budget is not enough.
80. Board losing control - limited funds. New Adjunct Faculty Union will increase costs while resources are diminishing.
81. Categorically funded programs - PFE - How can/will these be integrated and institutionalized for future activities? Title III funding programs Start-up \$ in funds to permit beginning grant/projects without waiting for accounting procedures which delay/discourage innovations by being cumbersome.
82. Reinstating travel/conference funds to facilitate the movement from a "teaching" to learning environment.
83. Pump more cash into maintaining restrooms and improving the overall appearance of our colleges and SCE.

STRATEGIC CONVERSATION #2

STRATEGIC STATEMENTS

For round two of the Strategic Conversation, specific topics were developed from the ideas and interests expressed in round one and strategic statements addressing those topics were developed. The topics are shown below in bold print and underlining, followed by the Strategic Statement.

Technology training for all - Access and Support

The District will establish an environment to develop a plan to: process equipment, train faculty and staff and; provide technical support, within six months. This process should be continued into the future.

How to Enhance District Presence in the Community

The District will consider as high priority the allocation of resources to each of the three educational centers for the purpose of building and sustaining a strong presence in all segments of the education, business and civic community and to enhance the reputation of each site as providing opportunity to reach a variety of educational goals.

Institutional Planning for Student Success

Develop and implement a District-wide plan for student success.

- Identify a comprehensive definition of student success
- Create mission-based governance for allocation of resources
- Involve all constituents in the process--students, staff, community
- Include internal and external information and data
- Implement a process for "carrots and sticks"

This plan should be the overarching framework for all decision making in the District.

Bureaucracy As It Impacts Student Success

Plan and reorganize within instructional areas.

Develop a service mentality, making everyone accountable at every level and all sites for student success.

Seek always to streamline processes with SCT input.

Return flexibility and decision making power to site managers.

There is general agreement that the current bureaucracy does not facilitate the mission. Broad based conversation and participation in incremental steps can result in a responsive and efficient administrative structure.

Students as Consumers - Meeting Needs of Today's Students

Treat students with dignity and respect. Ask the students/community (potential students) what their needs are and be willing to deliver the product. Re-evaluate and keep asking, "What are the consequences of not doing these things?"

Student Success Concerning Pedagogy/Successful Course Completion

Increase successful course completion rates while maintaining course integrity by integration of learning communities; provide support for students to complete remedial courses; have the district be student oriented vs. institution oriented.

Support Staff

A critical need for support staff exists in the district. Employee satisfaction and student success are difficult to quantify, but are directly impacted by the lack of support staff. A model should be developed to identify, prioritize and fund these needs district-wide by the fall of 2001.

Technology

Develop a plan incorporating all constituents, external funding and corporate support, to analyze the best possible way to operate - lease or buy?