

STRATEGIC PLANNING MEETING MINUTES

Monday, December 10, 2007
4:00 p.m. – FP 100

PRESENT

Kathy Bakhit
Roberta Eisel
Paula Green
Jeanne Hamilton
Dana Hester
Greg Hinrichsen
Lari Kirby
Dennis Korn
Jim Lancaster
Bruce Langford

Eric Magallon
Irene Malmgren
Martha McDonald
Kay Nguyen
Jesse Sanchez
Jim Shannon
John Vaughan
Michael Viera
Linda Welz

ABSENT

Dave Brown
Mike Merandi/Marilyn Gunstream
Maia Greenwell-Cunningham
Charity Fonoimoana
Lan Hao
Mike Hillman

Carol Horton
Sue Keith
Cathy Napoli
Peggy Olson
Gailynn White

Materials distributed at the December 10, 2007 meeting were:

1. Minutes from the November 26, 2007 meeting
2. Communications Planning Sheet
3. Finalized copies of the planning sheets for Fiscal Transparency, Student Learning Outcomes, and Student Success

Dr. Viera called the meeting to order at 4:04 p.m.

Dr. Viera thanked Mr. Dennis Korn for submitting the corrected Fiscal Transparency Planning Sheet for distribution. Mr. Jim Lancaster stated that the Student Success Planning Sheet was not the final document. Dr. Viera added that please verify these are the correct documents and if not please forwarded the corrected ones to Pam Sewell for distribution.

Dr. Viera stated that the final report today will be from the Communication Committee. Mr. Greg Hinrichsen distributed the planning sheet with the opening statement "The single biggest problem in communication is the illusion that it has taken place". This committee decided that their task was different from the other committees. The

Communications Committee is actually a tool that allows the college to function in the daily responsibilities and is linked to student learning outcomes and student success. The most important tool to achieving fiscal transparency and transparency implies communication. The committee discussed avoiding the “four fatal assumptions” and defined these as understanding, agreeing with, caring about, and taking appropriate action.

The definition modified

Communication is the open exchange of data, information, concerns, and ideas within and between all internal segments of the institution as allowed by laws and college policies and procedures.

The two goals designed:

1. To teach the value of, promote, and reward the respectful exchange of honest, clear and accurate data, information, concerns, and ideas.
2. To increase and improve data and information collection and distribution throughout the college decision-making processes, especially those that affect significant portions of the campus population.

Communication requires understanding the complex relationship between:

1. **Mechanisms of communication** – email, memo, publications, conversations, meetings, anywhere data is shared.
2. **Types** – there is formal or informal conversations that interact with mechanisms
3. **Nuances** – the hierarchy of the communicators, personal style, format of presentation, diverse cultural backgrounds, tone and setting.

A good communicator must reduce or eliminate the gap between intentions and perceptions during exchanges of information. Also a disagreement with a decision is not a failure of communication.

The committee created four strategies -

1. **To promote a culture that encourages enlightening and empowering communication** by evaluating and clarifying the goals to achieve.
2. **To educate and remind constituents about the mechanisms, types, and nuances of communication** by defining and publicizing the current communication mechanism, develop a policy for use, and provide and train for the proper use.
3. **To reward honest, clear, timely, and concerned efforts to communicate** by acknowledging and encouraging dialogue.
4. **To improve campus-wide understanding of the decision making processes** by ensuring data flow, make opportunities for input from all parties, acknowledge data received, demonstrate awareness of needs/wants, and make opportunities for data clarification. Also make public the decision and identify the decision makers. Acknowledge the

source of input and explain the decision process and how it relates to the colleges mission statement. Create a consequence free forum for input.

Mr. Hinrichsen stated that this committee felt that the college as a whole does a great job in communicating taking into consideration how large and diverse the campus actually is.

DISCUSSION

Ms. Welz shared that she thought the context in the technology process is to get the information out and be responsible in getting it out to the appropriate areas.

Dr. Hamilton stated that communicating externally would also be important to the community and the college.

Mr. Hinrichsen responded that the committee agreed to not make a commitment to external communication because if you are not solidified internally you can not get the correct communication out externally.

The committee also considered that there are those people that do not wish to be involved in any process or communication.

Dr. Hamilton announced that Mr. Hinrichsen has agreed to co-chair the "Decision Making Accreditation Committee". The "Decision Making Committee" will take these four documents prepared by the Strategic Planning Committee for a better understanding of the direction the college wants to take.

Dr. Viera made a request for volunteers to be available to meet in January and look at what the Strategic Planning Sub Committees created. The names of the volunteers are: Mr. John Vaughan, Ms. Linda Welz, Ms. Paula Green, and Ms. Kathy Bakhit. This committee will use this information and create a college wide document for better understanding district wide. This document would then be submitted to the Steering Committee and then the Board of Trustees for approval.

Dr. Viera thanked everyone for all of the hard work in getting this completed in one semester. He also thanked everyone for the thoughtful and concise work in getting this process completed with so many accomplishments achieved.

Meeting adjourned at 5:00 p.m.