

ECM
The Path Ahead
Meeting Agenda

April 26, 2017

- 8:30 Welcome
- 8:40 The Path Ahead: 2017 – 2019 Strategic Map & Scorecard
- 9:30 Increase Campus & Program Offerings: A Vision
- 10:00 Talent Acquisition: Development
- 10:15 GnD: Opportunities & Intention
- 10:30 **Break**
- 10:45 Shared Value: Personally Developed Leads
- 11:00 Effective Communication: Disney Style!
- 11:45 Learning Outcomes: Architecture
- 12:15 **Lunch**
- 1:00 Gainful Employment Update

*Please reference your syllabus for coverage details.

Safe Travels!

The Path Ahead

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SYLLABUS

Subject: The Path Ahead: 2017 – 2019 Strategy Map & Scorecard

Presenter: Nick Gomez, COO

Description

We will examine SJVC's strategy map and scorecard for 2017 – 2019. Focus will go to clarity of objectives and measures, towards achieving the College's vision. Participants will reflect on the map and scorecard.

Outcomes

Upon completion of this workshop, participants will:

- *Discern* institutional focus, objectives and associated measures
- *Inform* actions needed to close anticipated performance gaps

Assessment

- Participants will:
 - identify areas representing great opportunities for improvement
 - define actions they can take to support needed improvement
 - implement actions, in conjunction with their teams

Subject: Increase Campus & Program Offerings: A Vision

Presenter: Mike Perry, President & CEO, Nick Gomez, COO

Description

We will examine an opportunity to pursue WASC senior accreditation. Recognizing a shift in perspective at the senior level, the group will have opportunity to provide feedback on a new SJVC vision statement.

Outcomes

Upon completion of this workshop, participants will:

- *Understand* opportunity and intent of pursuing senior accreditation
- *Inform* dialogue on an SJVC vision statement draft

Assessment

- Participants will:
 - Take part in evaluation of a current draft SJVC vision that better aligns with the senior commission
 - Turn-in group revisions to the current draft

The Path Ahead

ECM

April 26, 2017

Subject: Shared Value: Personally Developed Leads
Presenters: Anthony Romo, Director of Graduate Services

Description (*Review from 1.18.17 CDSM*)

Much of the perceived enrollment process is built around the quality and quantity of lead flow given to the campuses rather than building on the current population or reputation through PDLs. Small campuses require strong PDLs considering the lower lead flow in these rural areas. Larger campuses require PDLs to increase market share, enlarge census, and increase retention. Campuses need to continuously and effectively work both given leads and relationships through PDLs. Additionally, it is all departments responsibility to build our campuses:

Admissions: I want to meet more potential students like you, who else can I speak with?

Academics: I want to education more students like you, who else can I educate?

Career Services: I want to placement more students like you, who can you professionally recommend?

Outcomes

Upon completion of this workshop, participants will:

- *Understand* that PDLs are not an optional practice or behavior, it is one of the strongest indicators of student engagement in the Admissions process
- *Determine* each departments role in PDLs

Assessment

- *Define* outcomes achieved with the PDL initiative, at campus and across the College.
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Subject: Effective Communication: Disney Style!
Presenter: Alyssa Perry, Angela Heinz, Anthony Romo, Ash Carter, and Scott Perry

Description

An engaging group activity designed to exemplify the Disney's approach to effective communication.

Outcomes

Upon completion of this workshop, participants will:

- *Compare and contrast* ineffective and effective communication styles and identify the benefits of effective communication techniques
- *Adjust* current communication style, or adopt a new effective communication technique, designed to produce better communication outcomes.

Assessment

- Outcome 1: group discussion
- Outcome 2: individuals will independently identify and write one take-away that they plan to implement

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ECM

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Subject: Learning Outcomes: Architecture!

Presenter: Pat Fox, Director of eLearning Curriculum & Instruction, Annette Austerman, Director of Curriculum & Assessment

Description

In this session, participants will be introduced to the new Learning Outcome Architecture. The internal logic, data collection, and curriculum changes needed to implement the new system will be discussed.

Outcomes

Upon completion of this workshop, participants will be able to:

- *Identify the differences in the data collection processes*
- *Describe the curriculum activities taking place to accommodate the new system*

Assessment

- A quiz will be completed at the end of the presentation.