

INSIGHTS FROM THE 2013 ENVIRONMENTAL SCAN WITH TWO DISCUSSION QUESTIONS FOR DSPC

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EFFECTIVENESS

CAMPUS PRESENTATION ON CAMPUS CLIMATE AND STRATEGIC PLANNING

AREAS TOUCHED BY THE STRATEGIC PLAN

- Access
- Campus Climate
- Student Success
- Technology
- Etc.



- Parking and pedestrian mobility
- Customer service
- Safety and security
- Signage
- Graduation and transfer



HOW IS ALL CAMPUS PLANNING LINKED TO ACCREDITATION?

System Benchmarks

Accreditation Standards

- Mission
- Services
- Resources
- Leadership

Campus Benchmarks

Strategic Plan

- Access
- Campus Climate and Culture
- Institutional Effectiveness
- Partnerships
- Student Success
- Technology

Program and Department Benchmarks

Other Plans

- Enrollment Management
- Matriculation
- Professional Development
- Grants
- Facilities
- Budget
- Research
- Educational Master Plan

Regional system -> District /Campus -> Program/Department

WHAT DO WE INCLUDE AND HOW FAR HAVE WE COME?

Conducted SWOT surveys

- Campus community
- Business community
- Local community groups
- Four-year colleges

Focus Groups

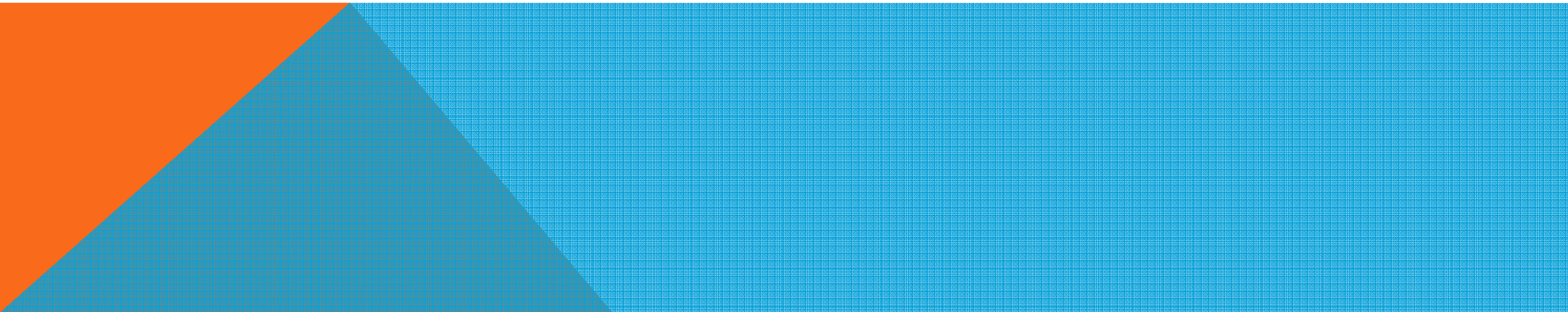
- Students
- Faculty
- Managers
- Classified staff

Environmental Scan

Town hall style meetings

Feedback has been collapsed into goals and objectives

Commonalities have been identified between the strategic plan and specific area plans.



EFFECTIVE STRATEGIC PLANNING REQUIRES INPUT FROM THE FULL SPECTRUM OF STAKEHOLDERS



Dialogue with all stakeholders

EXAMPLE OF GOALS, MEASURABLE OBJECTIVES, BENCHMARKS, ANNUAL TARGETS.

EVALUATION: IS THIS A GOOD MEASURE OF ACCESS?

	BASELINE 07-08	08-09	09-10	10-11	11-12
1.1.2 By Fall 2011, all basic skills classes will achieve and maintain a 90% fill rate.					
1.1.2.a English	98%	99%	100%	102%	103%
1.1.2.b Reading	93%	94%	91%	96%	96%
<u>1.1.2.c Math</u>	75%	67%	80%	82%	91%

STRATEGIC INITIATIVE: CAMPUS CLIMATE & CULTURE:: *We are committed to a safe, welcoming, culturally rich learning-centered environment.*

GOAL 2.1: TO ENHANCE THE IMAGE OF THE COLLEGE.

DESIRED OUTCOME: SBVC will be recognized for its excellent reputation and as an inviting place to work and study.

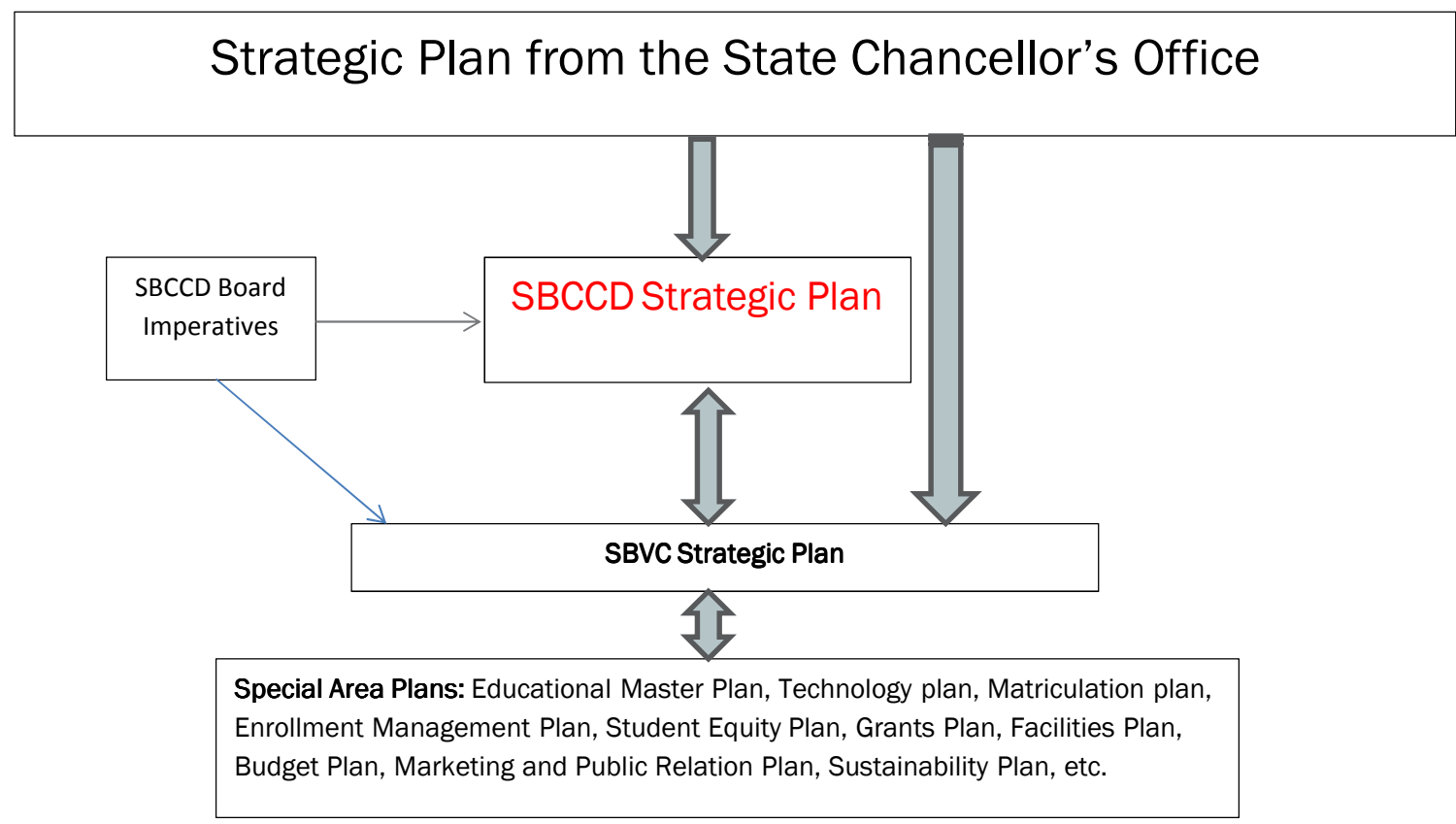
BENCHMARK – A STANDARD BY WHICH SOMETHING CAN BE MEASURED	BASELINE 07-08	08-09	09-10	10-11	11-12
2.1.1 By 2012, 80% of the stakeholders will indicate satisfaction with the safety, reputation and quality of educational programs and services.					
Managers (Reputation) Managers (Safety)	53% 77%	54% 64%	65% 53%	71% 77%	65% 53%
Faculty (Reputation) Faculty (Safety)	79% 77%	80% 74%	53%	79% 74%	
Classified (Reputation) Classified (Safety)			56% 73.5%	<u>No survey</u>	53% 77%
Students (Reputation) Students (Safety)	44% 79%	65% 81%	<u>No survey</u>	76% 83%	65% 84%

GOAL 5.2: TO INCREASE STUDENT PERSISTENCE & RETENTION (ARCC)
DESIRED OUTCOME: There will be an increase in the number of students who complete Certificate and Degree programs.

BENCHMARK – A STANDARD BY WHICH SOMETHING CAN BE MEASURED	BASELINE 07-08	08-09	09-10	10-11	11-12
5.2.1 By 2012, the overall retention rate for SBVC students will increase 1% a year.	78%	79%	79%	81%	81%

	Baseline 05-06	06-07	07-08	08-09	09-10
5.2.1a. By 2012, ARCC reporting data will indicate that persistence of cohort students will increase 2% a year.	56.6%	61.8%	61.0%	67.3%	68.7%

WHERE DOES THE PLAN FIT IN THE SCHEME OF THINGS?

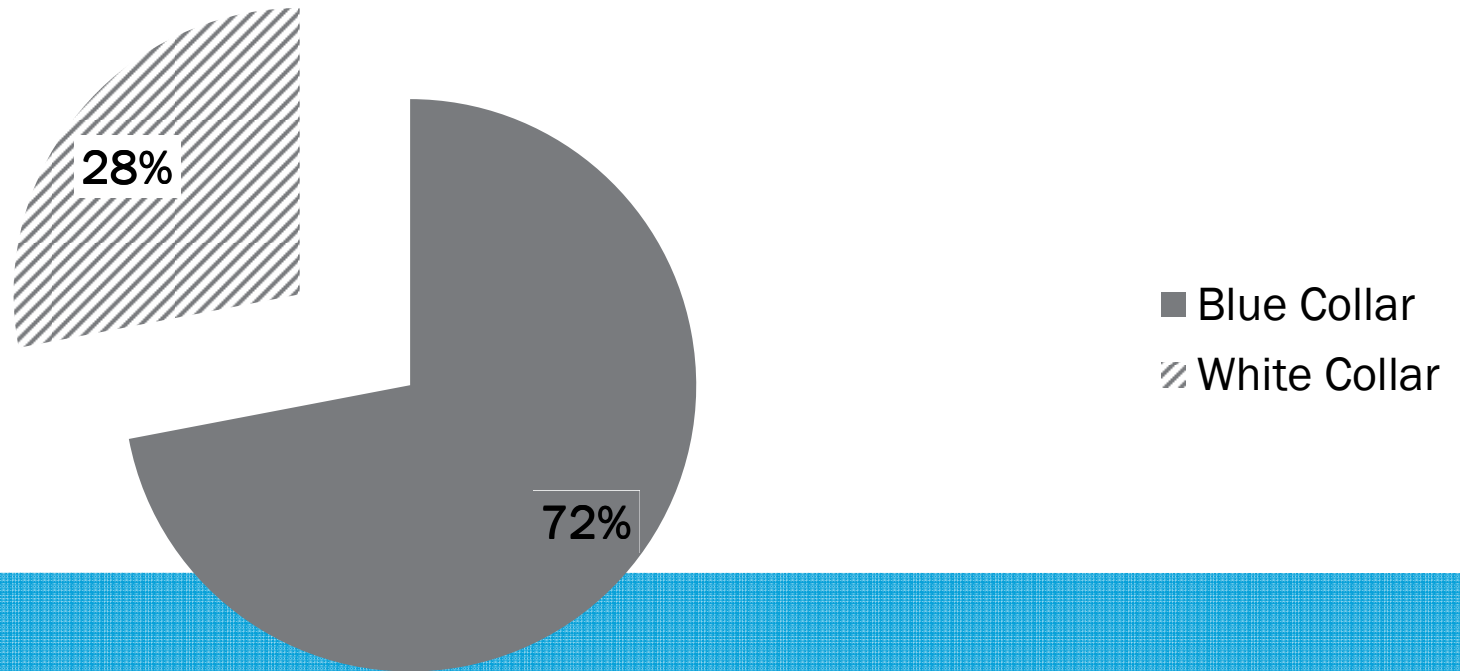


2 Stories

Two Stories from the Data

PROFESSIONAL MAKE-UP OF THE CORE AREA

White Collar vs. Blue Collar



SBCCD is located in a core area which is currently and historically blue collar.

RESIDENTIAL STABILITY

	SBVC	%	CHC	%	SB County %	RS County %		
Universe: Housing Units	430,997		286,894		691,321		783,116	
Occupied	393,881	91%	252,767	88%	596,125	86%	666,906	85%
Vacant	37,116	9%	34,127	12%	95,196	14%	116,210	15%
Universe: Occupied Housing Units	393,881		252,767		596,125		666,906	
Owner Occupied	250,277	64%	165,234	65%	388,167	65%	467,086	70%
Renter Occupied	143,604	36%	87,533	35%	207,958	35%	199,820	30%

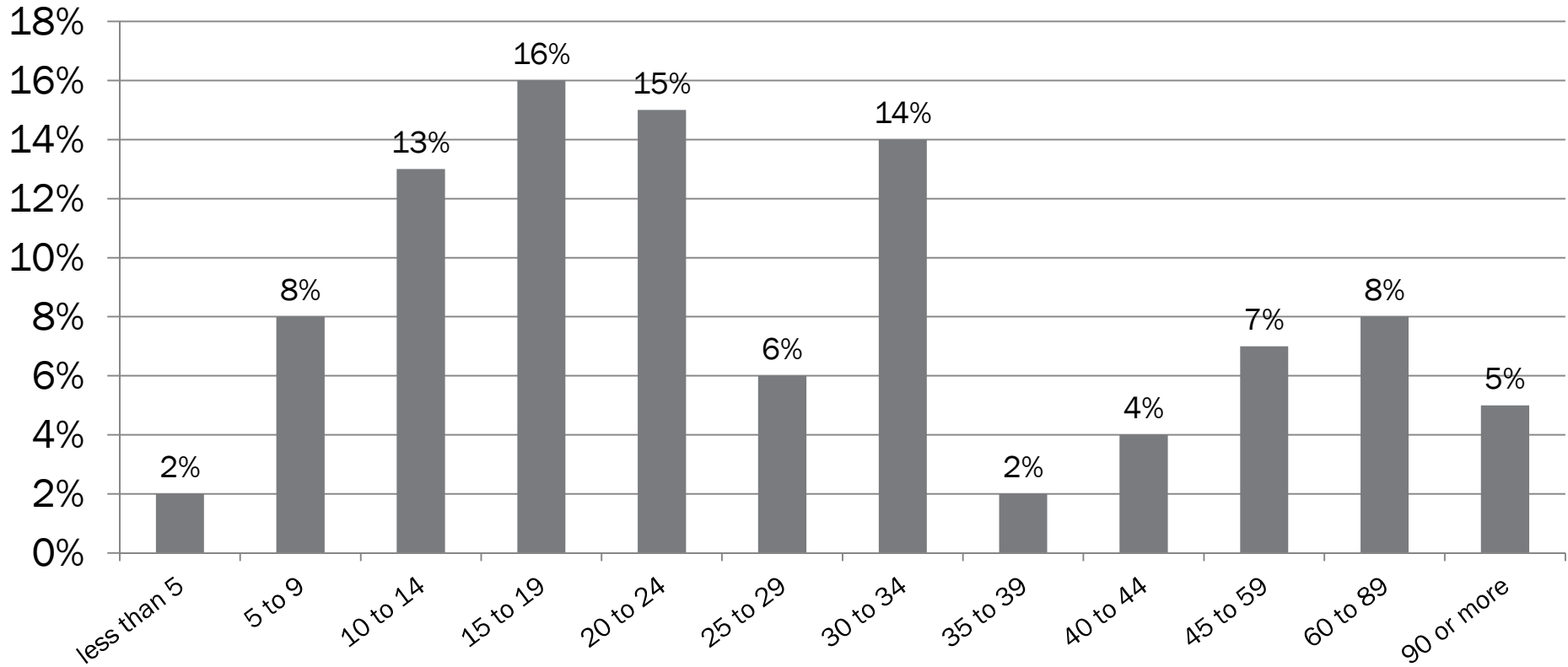
GROWTH IN OCCUPATIONS

(SOC) P.123, 125, EXHIBIT IX-1

	Growth projection 2010-20	New job count
Business and financial operations (13-000)	19%	814
Computer and Math occupations (15-000)	24%	365
Healthcare practitioners (29-000) 2yr degree only	22%	1,368
Healthcare support (31-000) 2yrs of college or less	24%	812
Food preparation and serving (35-000)	22%	2,551
Personal care and service	24%	1,461
Sales and related occupations (41-000) 2yrs of college or less	20%	2,698
Transportation and logistics (53-000)	24.9%	2,594
Law enforcement and protective service worker (33-300, 33-900)	19%	527
Exhibit IX-1		

AVERAGE DAILY COMMUTE TIME

ONE-WAY DRIVING TIME TO WORK IN MINUTES—PERCENTAGE BREAKDOWN

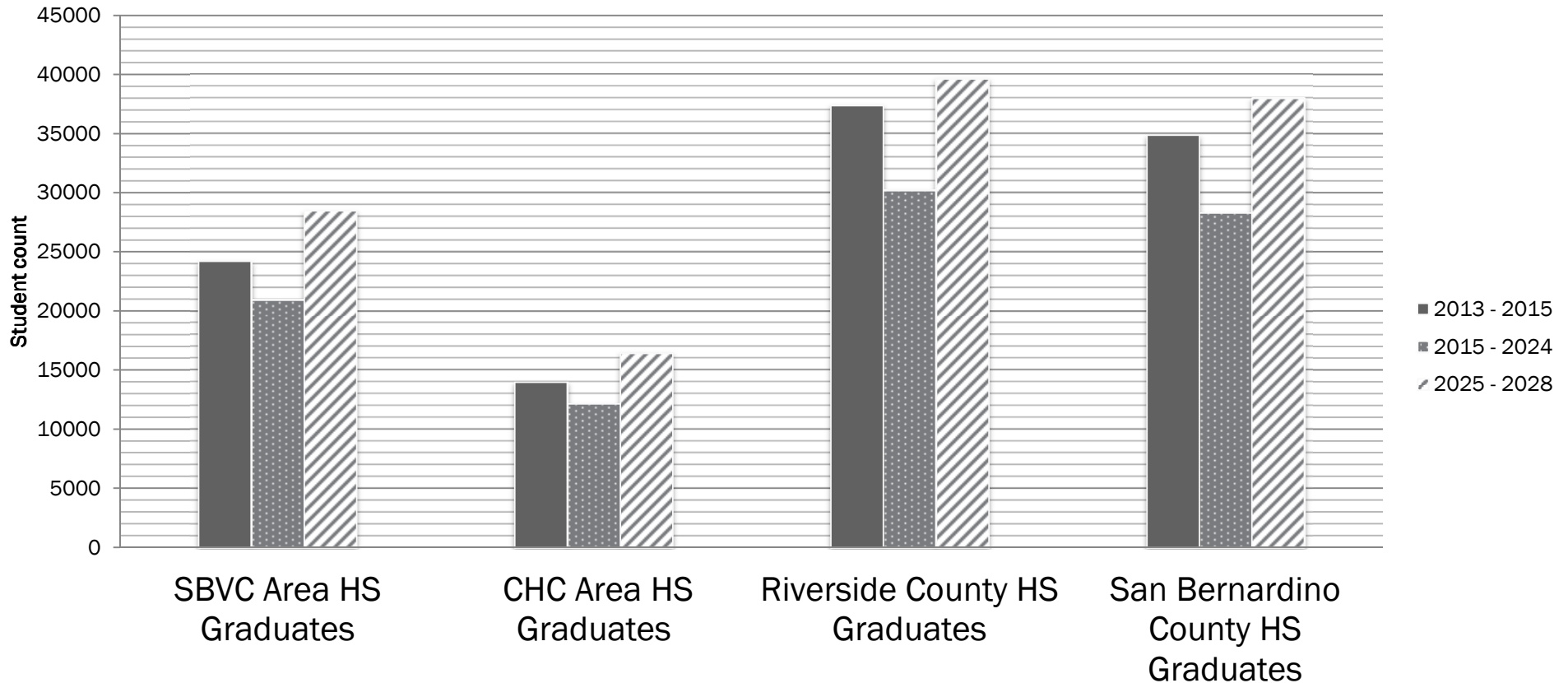


Stay focused on
student success



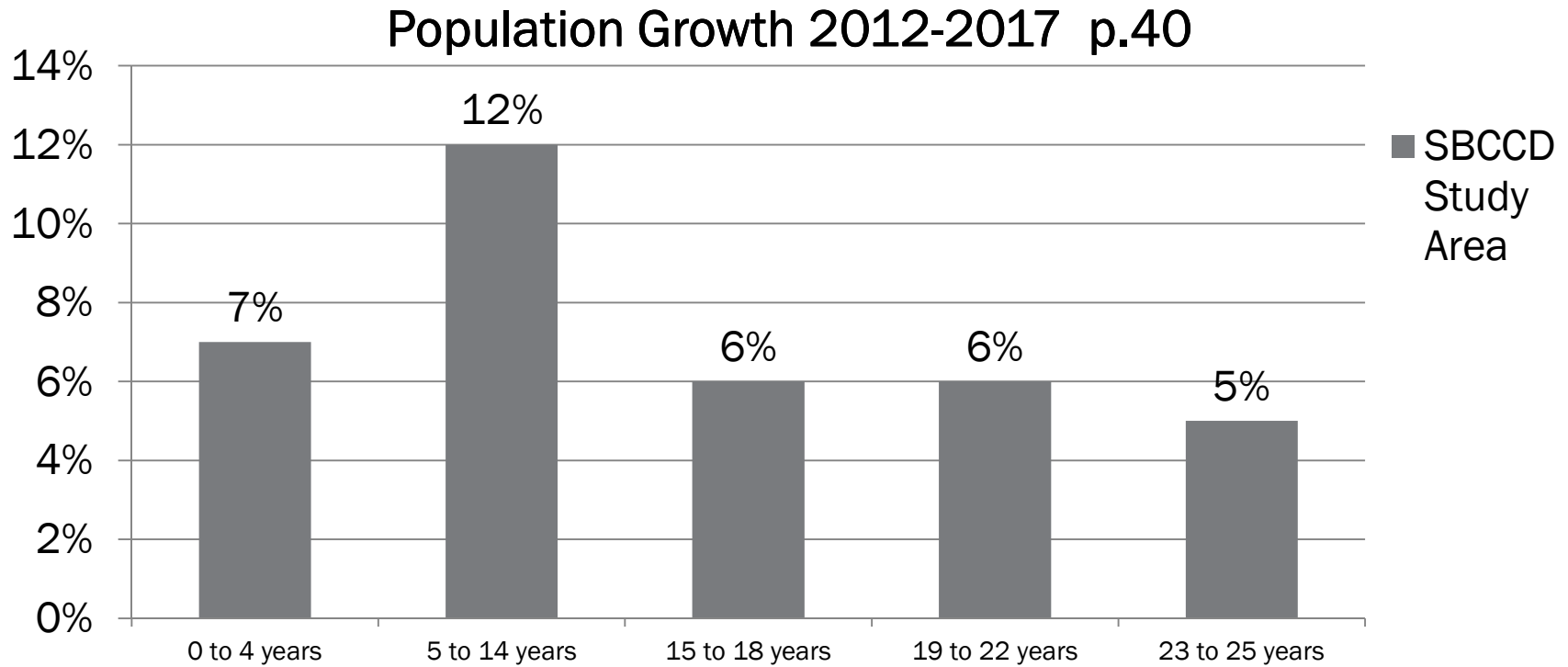
K-12 PIPELINE (13% ENROLLMENT DROP PROJECTED)

Projected HS Graduates in Pipeline

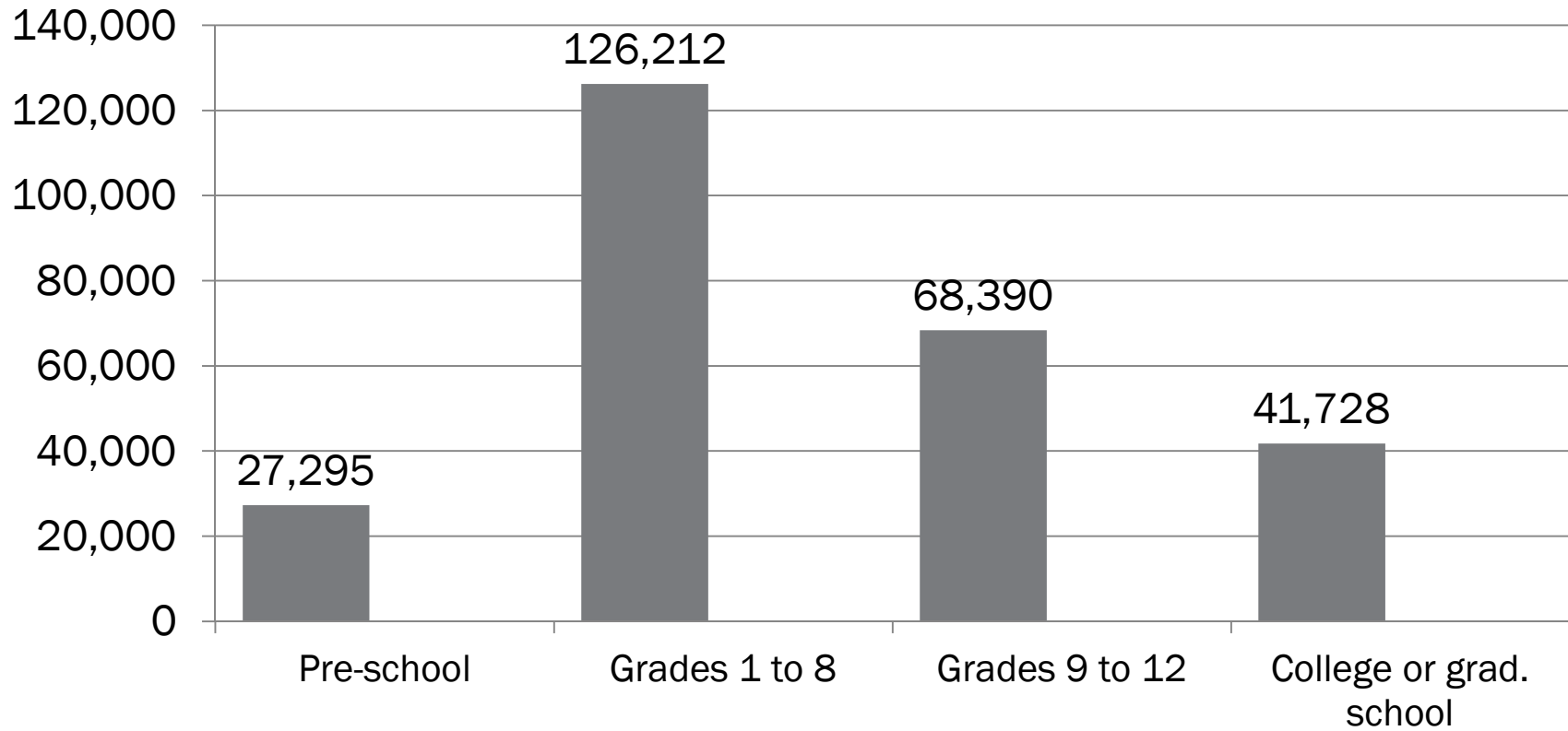


This drop in HS graduates occurs at the same time as population growth among school-age children moving through the system is expected to grow between 6% and 12%. The population of K-12 students who are currently enrolled far exceeds the number who successfully make it through. Although, this projection assumes a 25% drop-out rate, there seem to be substantially fewer making it through. Why are we losing so many students before they even get to us?

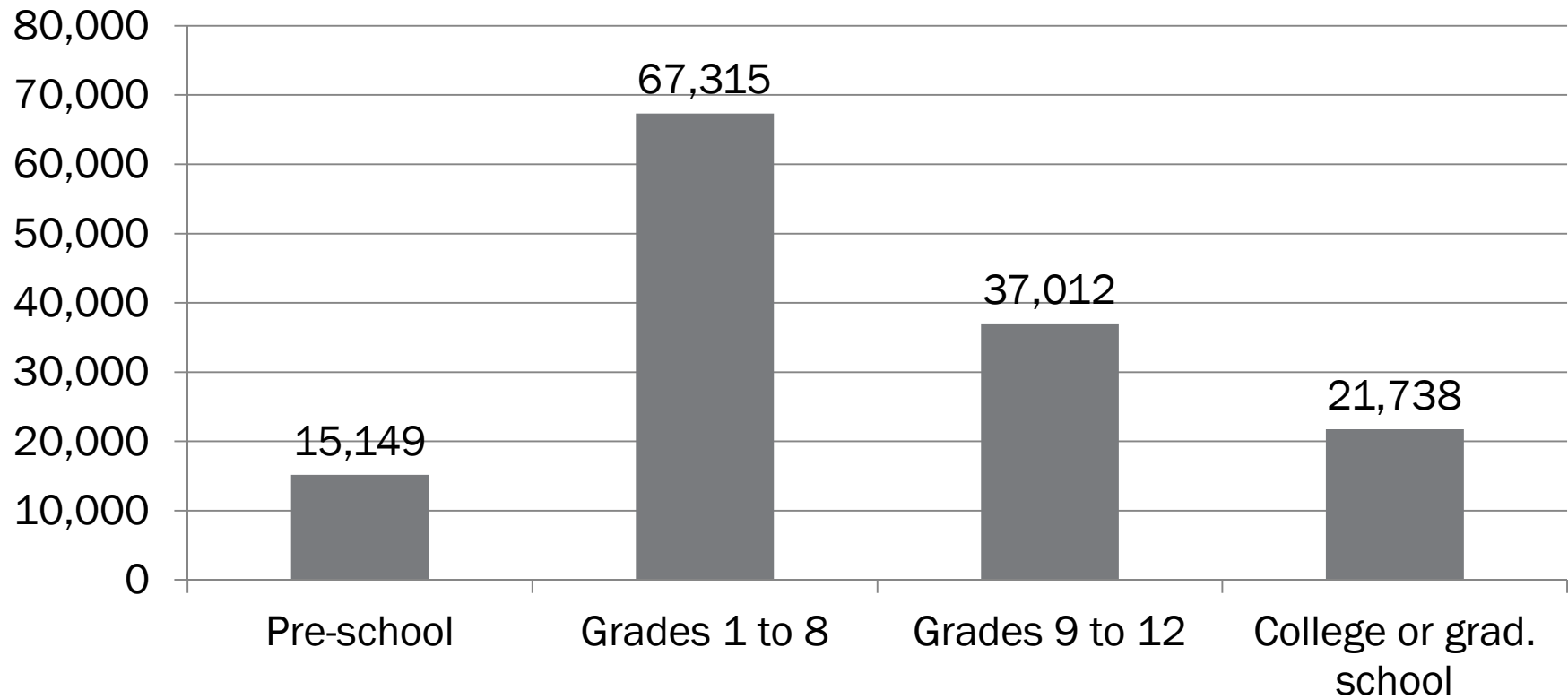
PROJECTED POPULATION GROWTH



CURRENT (2012) ENROLLMENT IN THE SBVC CORE AREA P.55



CURRENT (2012) ENROLLMENT IN THE CHC CORE AREA (P. 55)



**LET'S FIND THE BEST GOALS/SOLUTIONS TO FIT
THE PROBLEMS IN THESE STORIES.**

