



Peralta Community College District

Memo

To: Peralta Community College District Board of Trustees

From: Interim Associate Vice Chancellor Linda Sanford

Date: March 30, 2015

Re: PCCD 2015 Strategic Plan

The PCCD 2015 Strategic Plan reflects a cycle of planning that has served the Peralta Community College District well for the past six and a half years. The original framework was developed in 2008, and updated with yearly reports of accomplishments in 2010-11, 2011-12, 2012-13, and 2013-14.

The PCCD 2015 Strategic Plan is the result of a full review and update, including updated service area and demographic data.

The first step in the strategic planning update process was to review and update the PCCD Mission Statement. Board Policy 1200, containing the PCCD Mission Statement, was reviewed by all constituencies using the District's participatory governance and decision-making processes, and comments were received at an open forum during the Spring 2014 semester. There were no suggestions from any of the constituencies to revise the PCCD Mission Statement as articulated in Board Policy 1200, therefore the Board revalidated the Mission Statement in June, 2014.

The second step involved a review and revision of the existing Strategic Goals. This was accomplished during multiple meetings during July and August 2014. Strategic Goal D was revised, going from "Create a Culture of Innovation and Collaboration" to "Strengthen Accountability, Innovation and Collaboration." A final endorsement of the revision occurred during the annual Planning and Budgeting Integration Model (PBIM) Summit on August 29, 2014 in which all constituencies from the participatory governance and decision making processes were represented.

Thirdly, as in previous academic years, Institutional Objectives for each of the Strategic Goals were set for the current academic year (2014 – 2015). Preliminary discussions occurred during July and August 2014, culminating with a final set of Institutional Objectives for 2014-2015 endorsed by all constituencies from the participatory governance and decision making processes at the annual PBIM Summit on August 29, 2014.

The fourth step involved conducting an internal and external scan of our service area and review of salient trends affecting strategic planning. Section III. in this document details the results of these scans and presents them as "challenges and opportunities." The scans were conducted and results compiled during the Fall of 2014.

Finally, there was extensive outreach within the organization to ensure adequate involvement of all constituencies, including the Chancellor's executive staff, the District Academic Senate, the District Classified Senate, The Peralta Student Council, and members of the District's participatory governance committees. Additionally, faculty, staff and students were invited to review the goals and strategies in the plan during FLEX day activities in January 2015 and in a planning charrette (open forum) held in January 2015. The final completed plan was circulated to all constituencies and posted online on the Strategic Planning homepage for review and input. Additionally, input was received during regularly scheduled meetings of the District Academic Senate, the District Classified Senate, the Chancellor's Cabinet, the Peralta Student Council, and the Planning and Budgeting Council for further input and comment during January, February, and March 2015.

The strategic plan's goals, values, and principles, supported by the internal and external scan data, provide a clear framework for ongoing planning and evaluation of progress in meeting our student and community needs.

This plan is aligned with the current California Community Colleges System Strategic Plan and is organized into six sections: Section I, Introduction, provides an introduction and overview, articulates the purpose of the plan and describes the process utilized in creating the 2015 Strategic Plan. Section II, Guiding Framework, presents the mission, principles, and values that serve as the foundation for the plan. Section III, Strategic Planning Context: Challenges and Opportunities, summarizes major issues and trends affecting District-wide planning for the Peralta Community College District beginning with mega trends that are expected to have the greatest impact on the District, and also providing data on demographic changes, student success measures and job projections in Alameda County. Section IV, Goals and Institutional Objectives, presents the overarching strategic goals of the Peralta Community College District and the Institutional Objectives which are the framework for achieving and assessing success. Section V, Implementing the Strategic Plan, describes planning cycles and the approach for ensuring that the plan will serve as the driver for institutional planning, budgeting, and resource allocation. Finally, Section VI, Appendix, contains sources utilized in completion of the plan.

Encl:

Final Complete PCCD 2015 Strategic Plan

FLEX Day Presentation

Open Forum Presentation

California Community Colleges System Strategic Plan 2013

PCCD 2008 Strategic Plan