

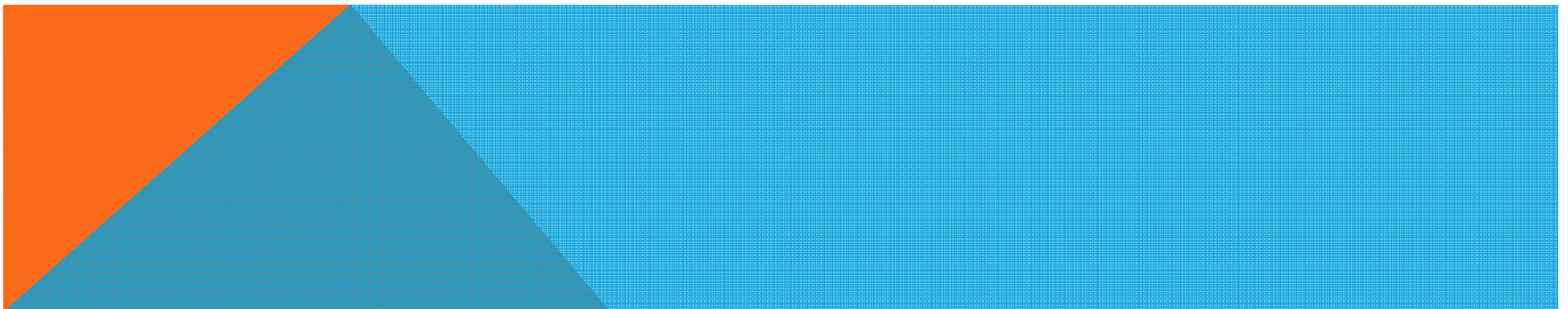
# INTEGRATED CAMPUS PLANNING

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SAN BERNARDINO VALLEY COLLEGE

# WHAT DO I MEAN BY PLANNING?

To establish a list of objectives, linked to resources, used to achieve a set of goals and objectives within a specified time period.

- Top down
- Bottom up



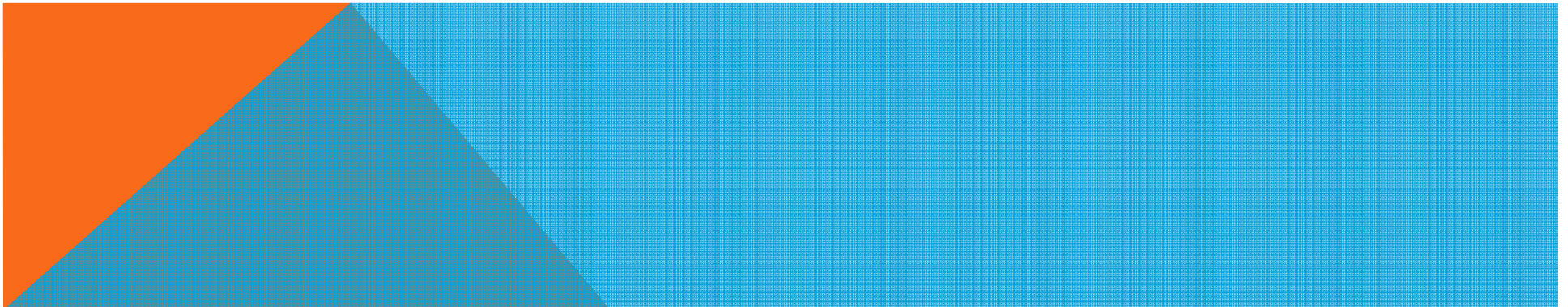
# WHY IS PLANNING IMPORTANT?

Why should campus plans be integrated?

How can campus planning be integrated?

How can they be linked to accreditation?

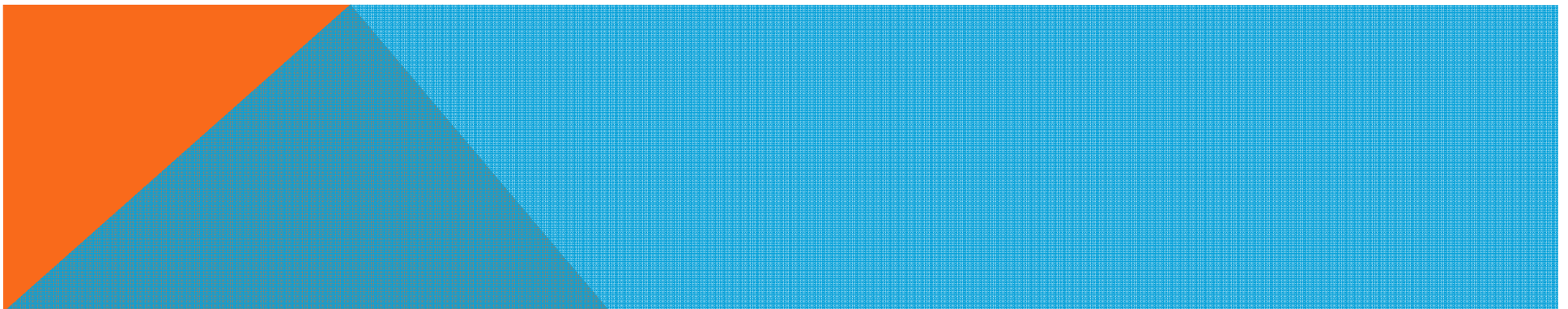
- Develop a plan to plan
  - Committee composition
  - Plan sequencing (establish an order to the plan development)



# TAKE A MINUTE AND LIST THE PLANS ON YOUR CAMPUS...IS CURRENTLY IN PROGRESS. (ACTIVITY 1)

Use scratch paper on your table to create a list of campus plans: (You will find some examples below)

- Enrollment Management Plan
- Strategic Plan



# LIST

## List of Campus Plans on Your Campus

1.	Enrollment Management Plan
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	

# HOW MANY PLANS DOES YOUR CAMPUS HAVE? (ACTIVITY 2)

Strategic Plan

Educational Master Plan

Enrollment Management Plan

Program Review

Technology Plan

Facilities Plan

Grants Planning

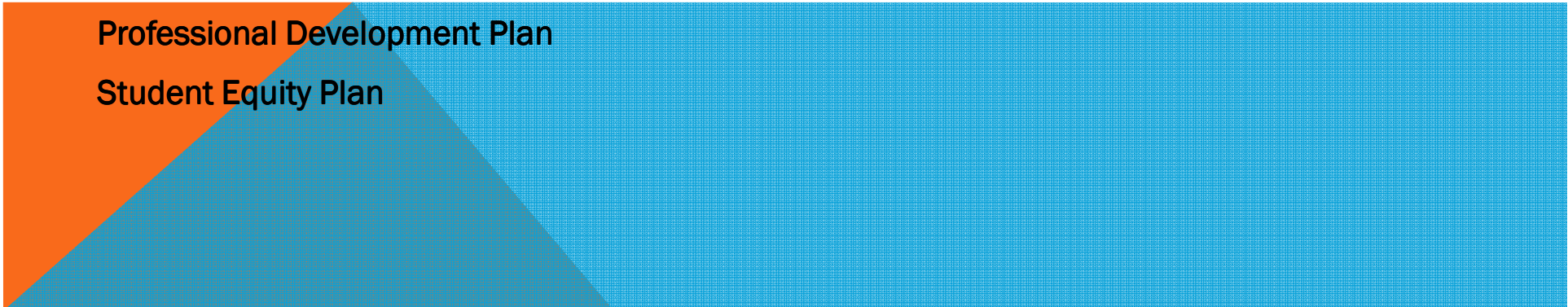
Marketing and Public Relations Plan

Budget Plan

Research Plan

Professional Development Plan

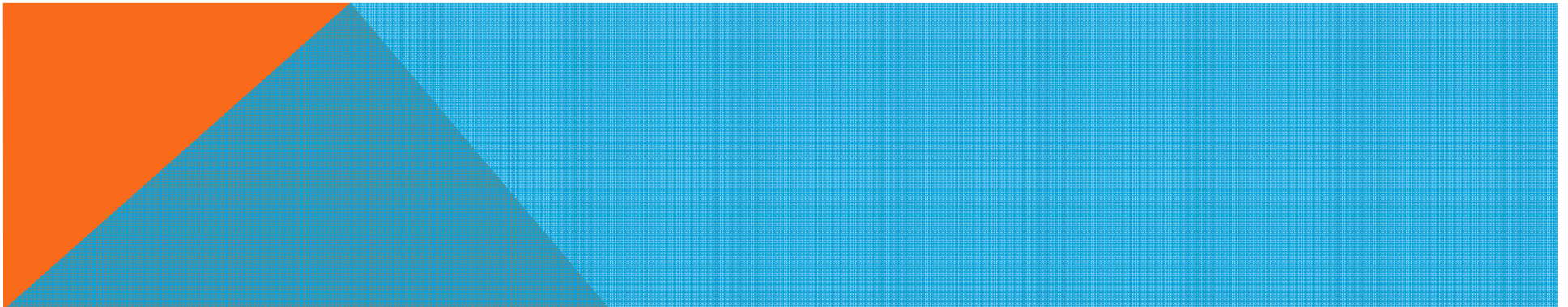
Student Equity Plan



# WHICH OF THE LISTED PLANS IS MOST IMPORTANT? (ACTIVITY 3)

**Strategic Plan is the central planning document.**

- It includes dialogue with the widest range of constituents and covers the widest scope.



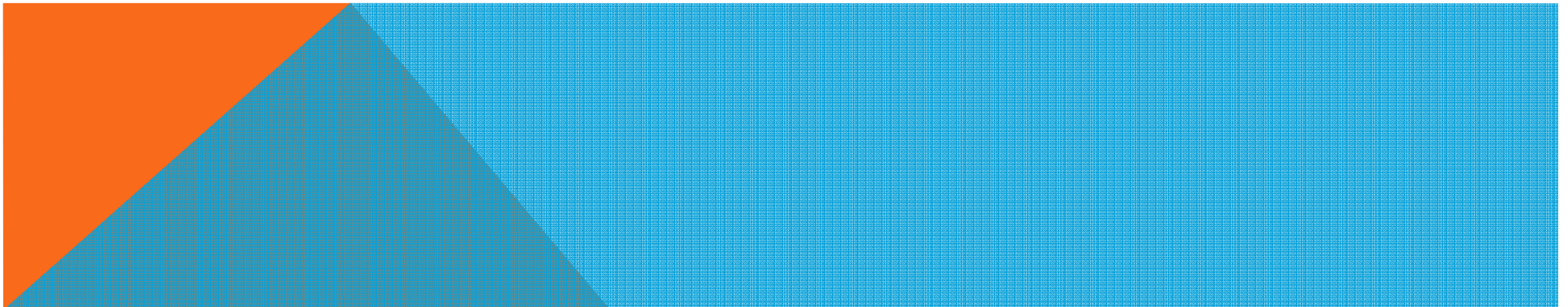
# STRATEGIC PLANNING

Mission

Vision

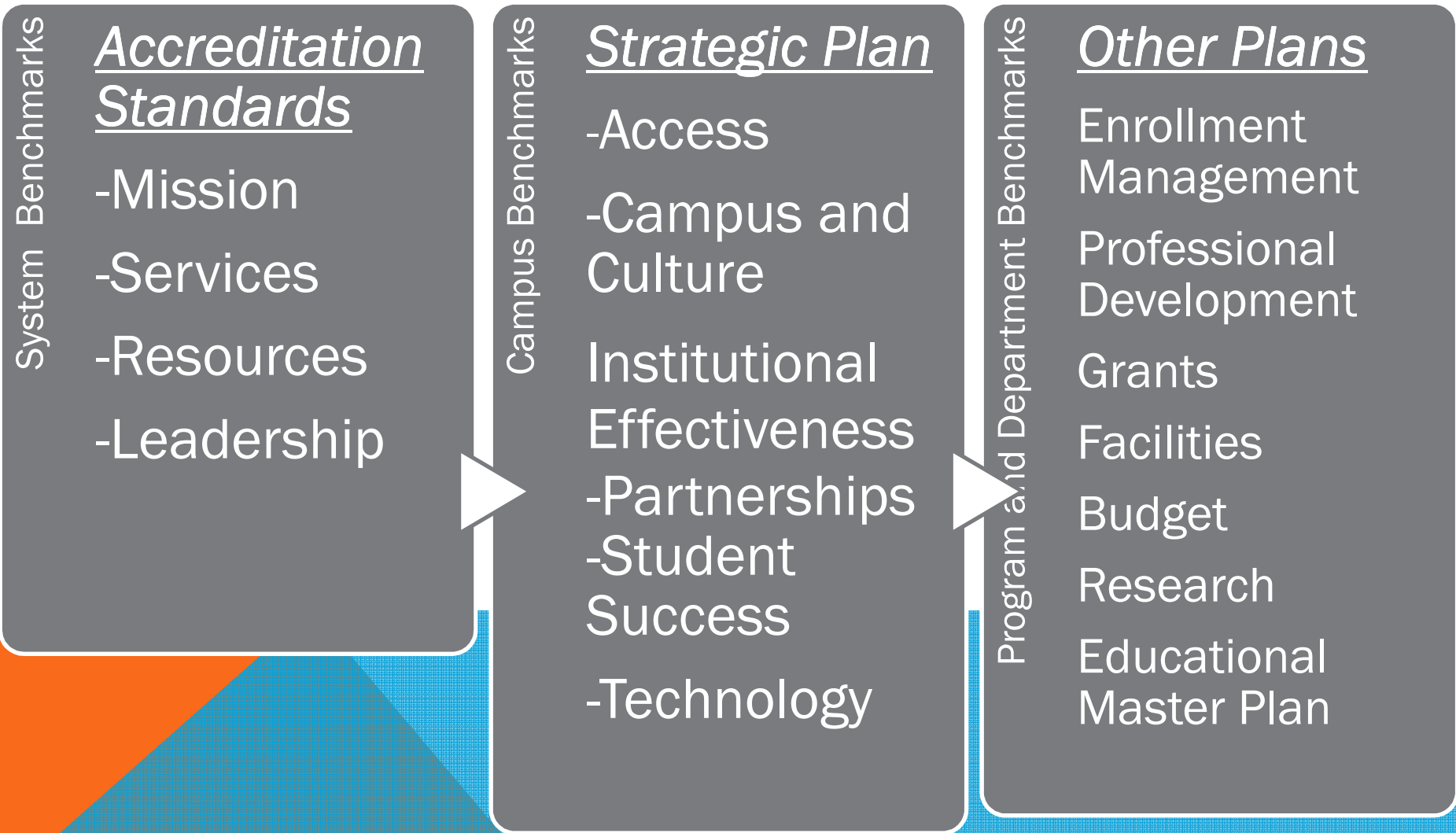
Values

Dialogue with all stakeholders





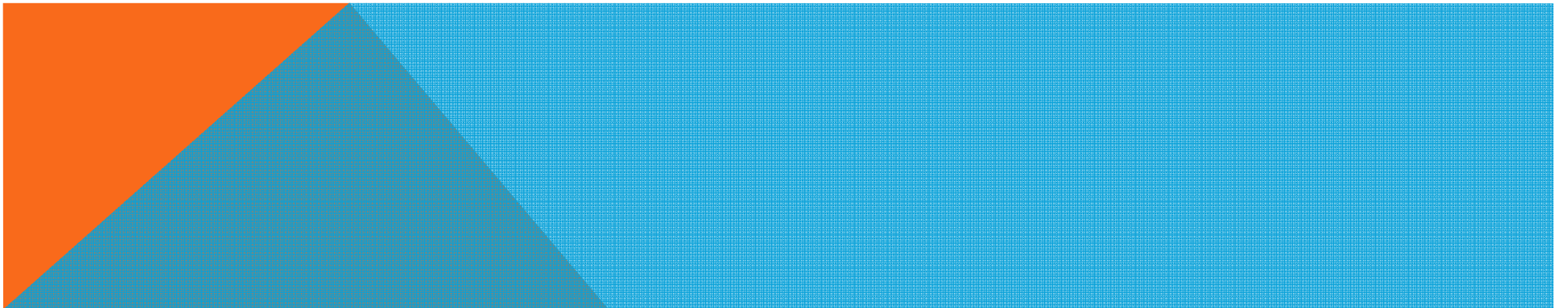
# HOW IS ALL CAMPUS PLANNING LINKED TO ACCREDITATION?



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

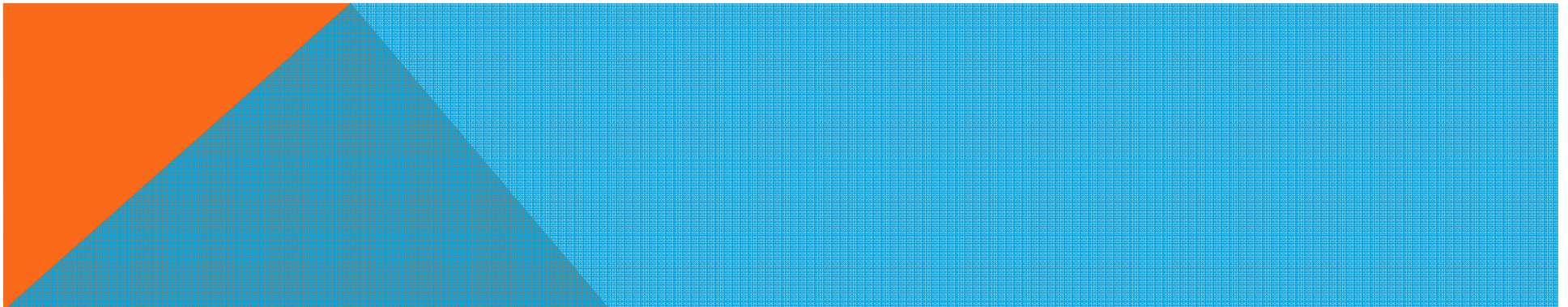
# SBVC MISSION

SBVC provides quality education and services to a diverse community of learners.



# SBVC VISION

San Bernardino Valley College will become the college of choice for students in the Inland Empire and will be regarded as the alma mater of successful, lifelong learners. We will build our reputation on the quality of our programs and services and on the safety, comfort, and beauty of our campus. We will hold both our students and ourselves to high standards of achievement and will expect all members of the college community to function as informed, responsible, and active members of society.



# SBVC VALUES

## Values (Tenets)

The college tenets describe the philosophy and values of San Bernardino Valley College's faculty, staff, and administration. We believe:

That a well-educated populace is essential to the general welfare of the community.

That a quality education empowers the student to think critically, to communicate clearly, and to grow personally and professionally.

That an enriched learning environment promotes creativity, self-expression, and the development of critical thinking skills.

That our strength as an institution is enhanced by the cultural diversity of our student population and staff.

That we must provide students with access to the resources, services, and technological tools that will enable them to achieve their educational goals.

That we can measure our success by the degree to which our students become self-sufficient learners and contributing members of society.

That plans and decisions must be data driven, and based on an informed consideration of what will best serve students and the community.

That we must model our commitment to lifelong learning by maintaining currency in our professions and subject disciplines.

That, as part of the collegial consultation process, all levels of the college organization must openly engage in sharing ideas and suggestions to develop innovative ways to improve our programs and services.

That interactions between all members of the college community must be marked by professionalism, intellectual openness, and mutual respect.

That we must hold ourselves and our students to the highest ethical and intellectual standards.

That we must maintain a current, meaningful and challenging curriculum.

That students succeed best when following an educational plan and when enrolled in classes that meet their interests and goals, and match their level of academic preparedness.

That all members of our campus community are entitled to learn and work in an environment that is free from physical, verbal, sexual, and/or emotional threat or harassment.

That students learn best on a campus that is student-centered and aesthetically pleasing.

# EFFECTIVE STRATEGIC PLANNING REQUIRES INPUT FROM THE FULL SPECTRUM OF STAKEHOLDERS



*Dialogue with all stakeholders*

# WHAT DOES DIALOGUE INCLUDE?

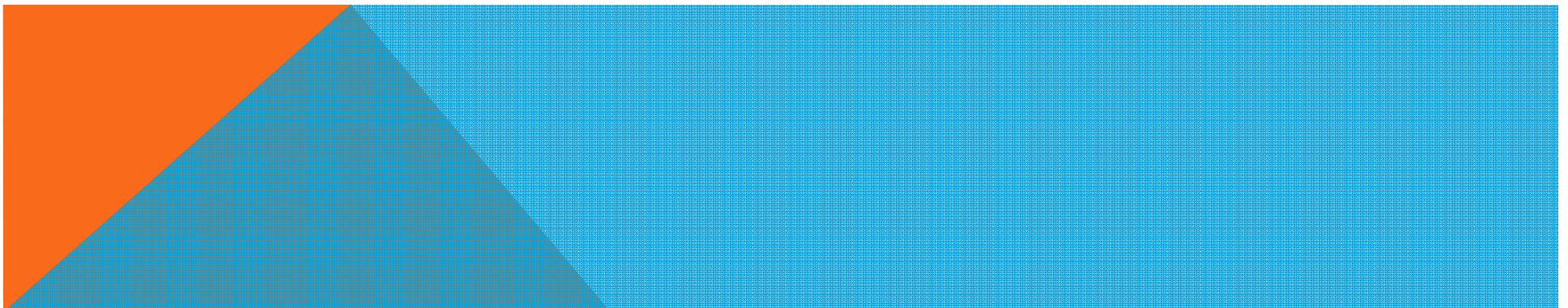
## Surveys

- Strengths Weaknesses Opportunities and Threats (SWOT)
- Campus Climate
- Accreditation Self-Study
- Image and Character
- Mission and Values
- Strategic Directions Survey

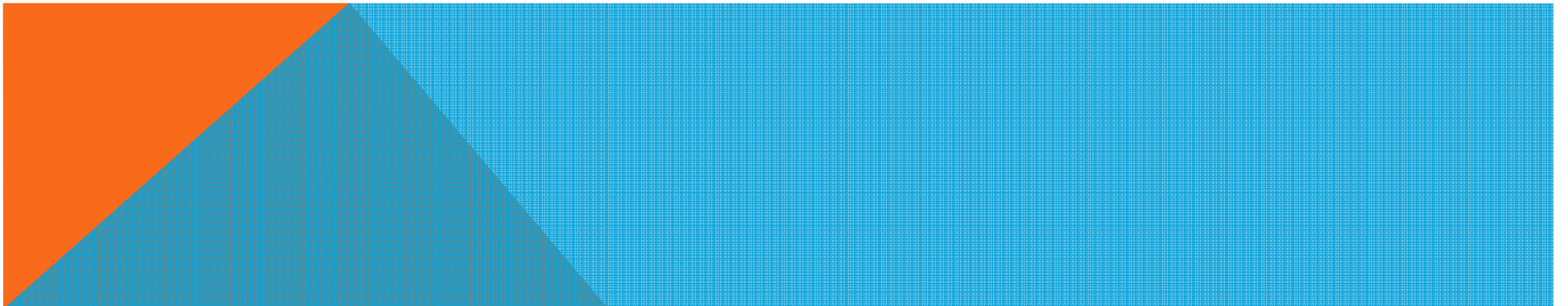
## Townhall style meetings

Focus Groups to illuminate all survey topics

Individual interviews to clarify survey and focus group topics



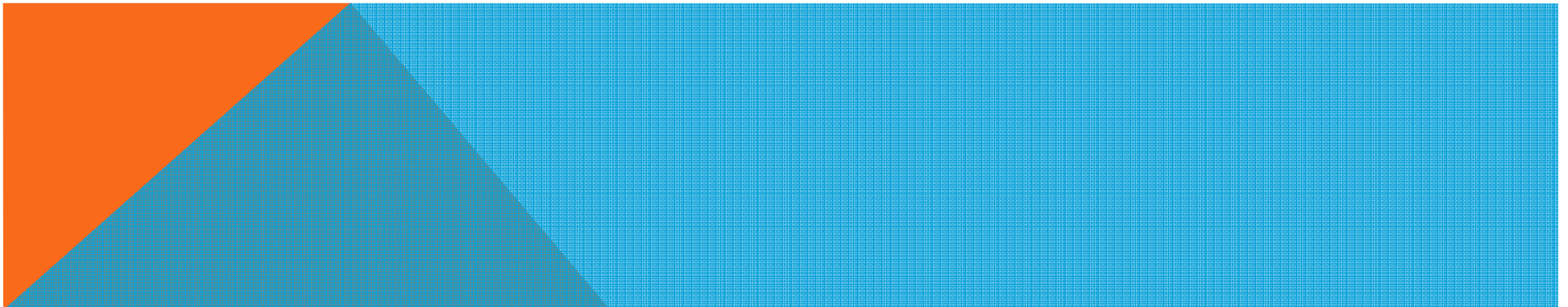
# FACULTY, BOARD MEMBERS, ADMINISTRATORS



# IN THIS MODEL, STRATEGIC PLANNING HAS THE FIRST PRIORITY.

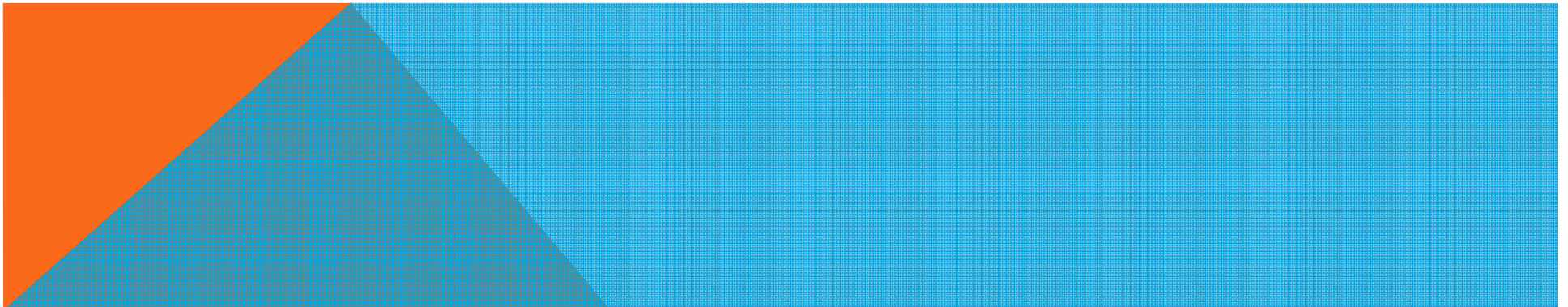
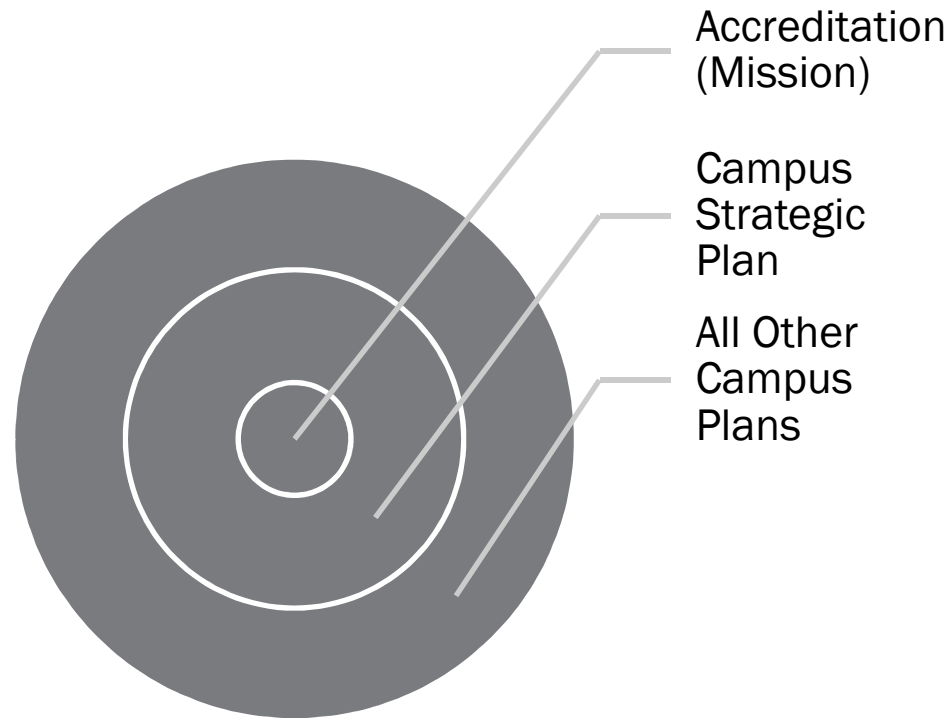
Strategic Plan includes input from all stakeholders (surveys and focus groups)

- Students
- Faculty
- Community member
- Business community
- K-12
- Four-year system
- Members of other planning committees

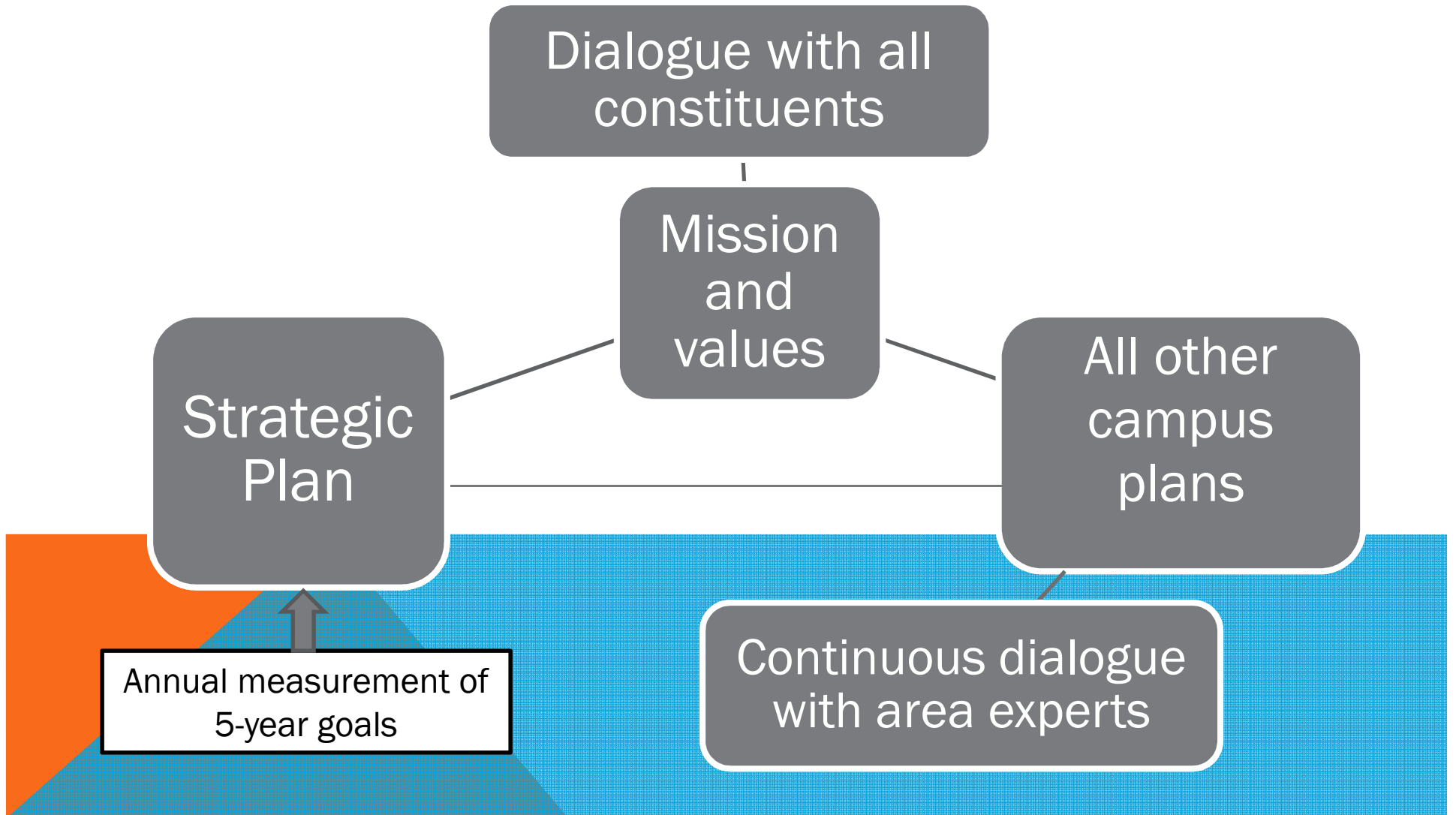




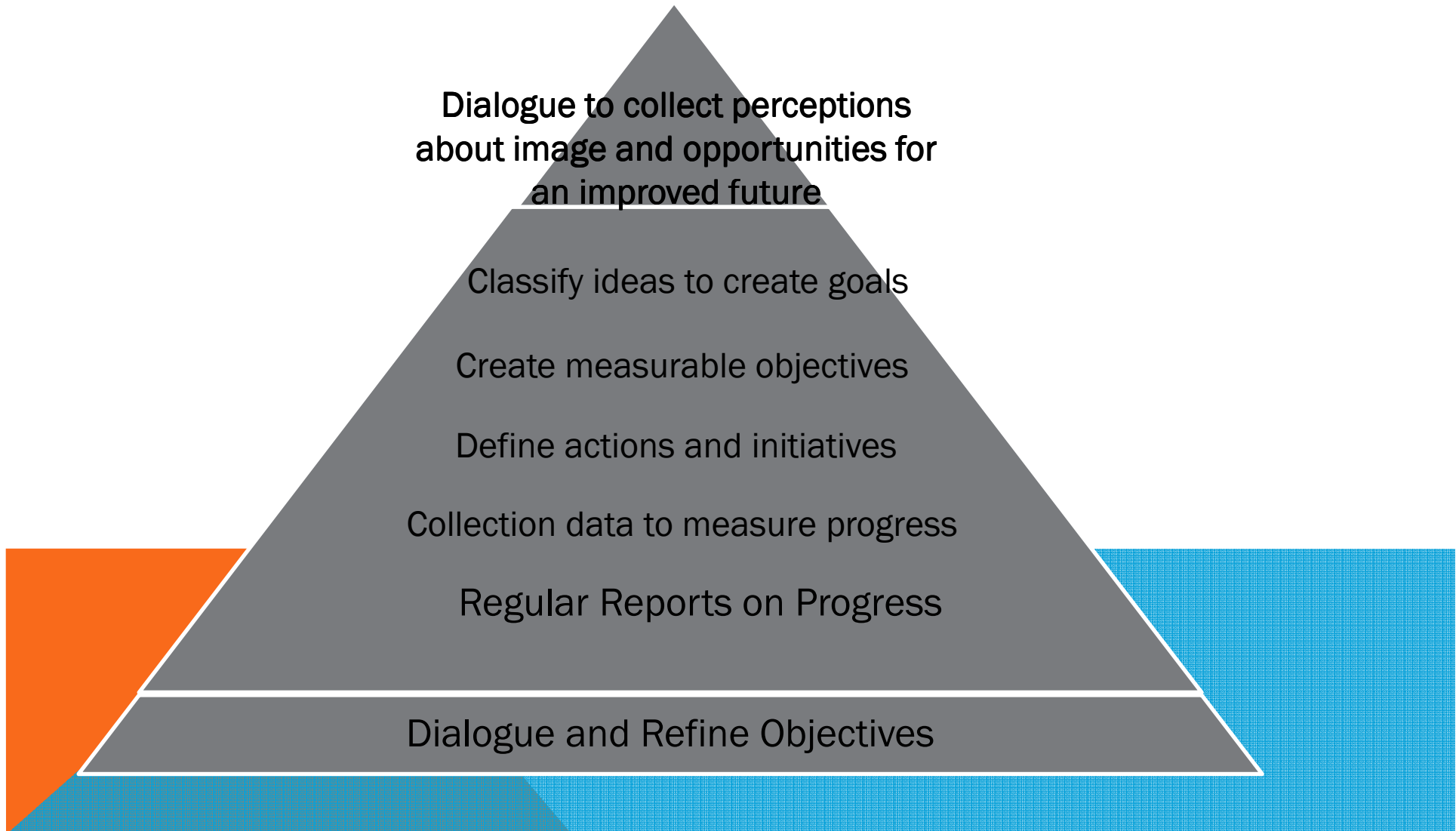
# ACCREDITATION STANDARDS AND THE MISSION ARE AT THE CENTER OF ALL PLANNING



# INTEGRATED MODEL



# FROM DIALOGUE TO ACTION PYRAMID

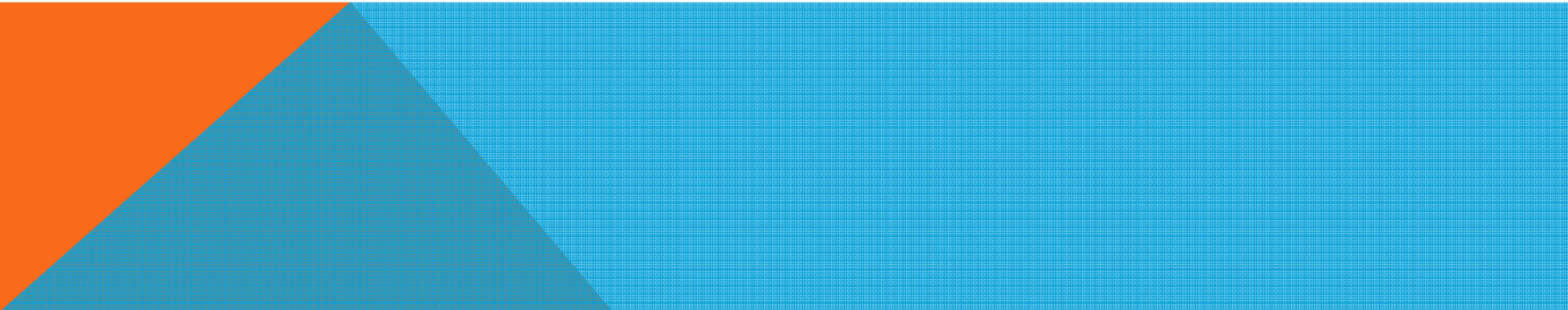
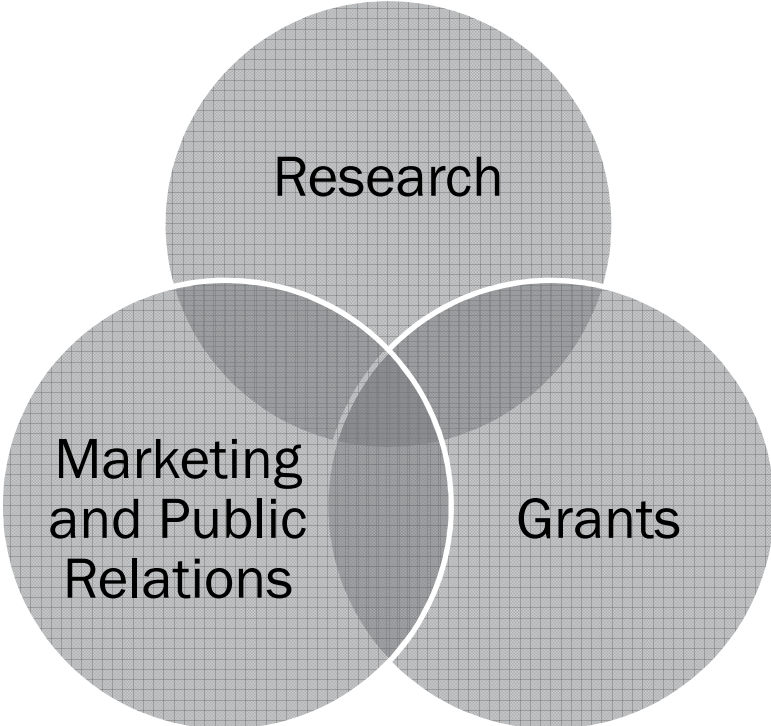


# INTEGRATING THE PROCESS: HOW DO THE PLANS INFORM EACH OTHER? (ACTIVITY 4)

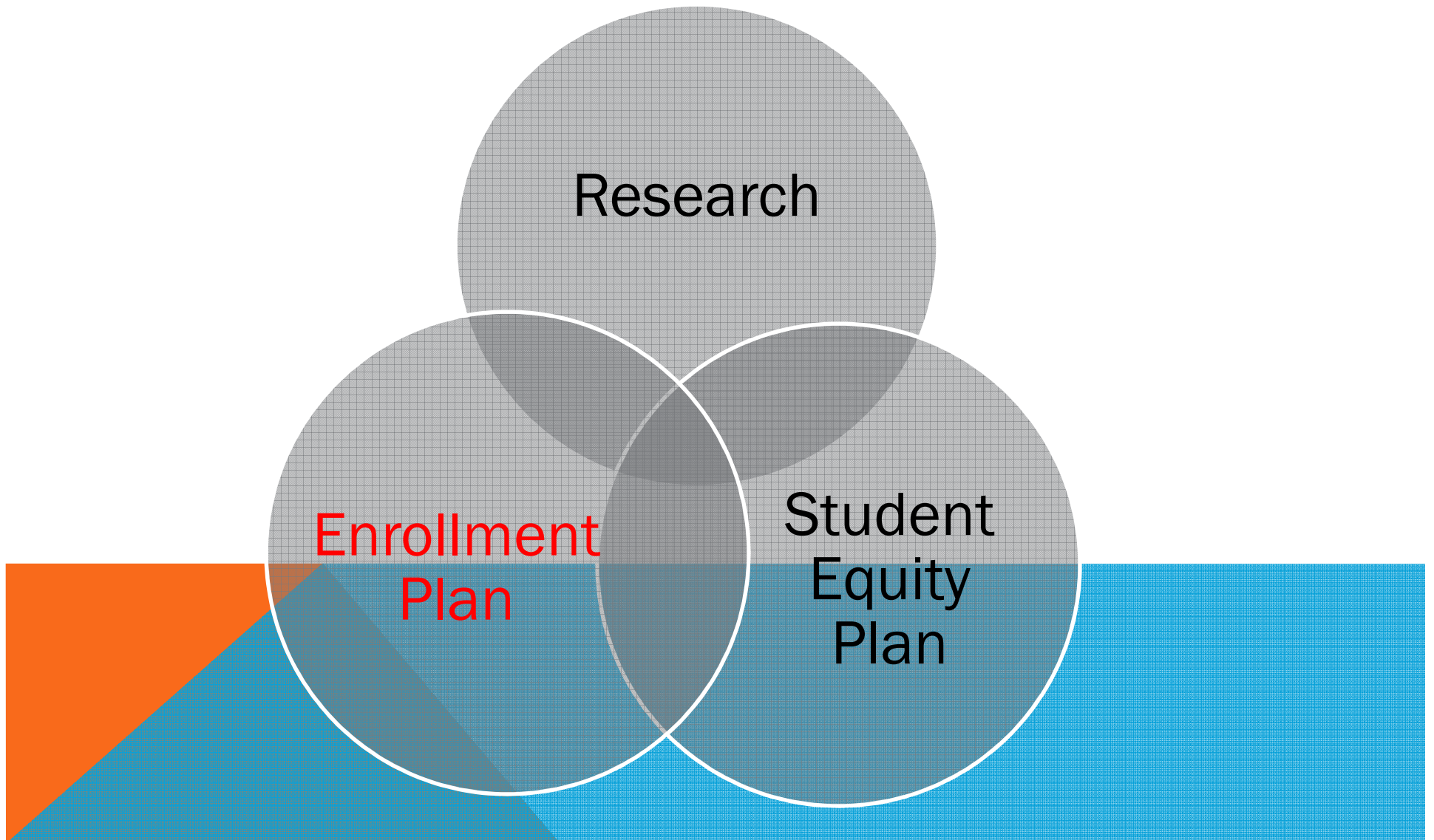


When and how should other plans provoke changes to the strategic plan?

**THEY OVERLAP WITH THE STRATEGIC PLAN—AND  
THEY OVERLAP WITH EACH OTHER.**



**THEY OVERLAP WITH THE STRATEGIC PLAN—AND  
THEY OVERLAP WITH EACH OTHER.**



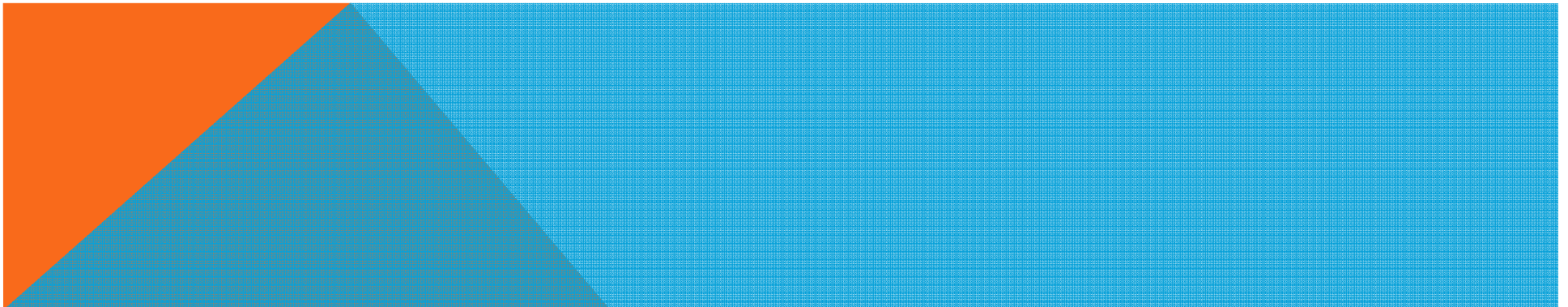
# ACCREDITATION IS A TOP PRIORITY

Accreditation standards guide almost all planning at San Bernardino Valley College.

College Council, a committee composed of the chairs of all other campus committees, is at the center of the planning process.

Most College Council meetings, as well as Management Roundtable meetings, have dedicated a portion of their time to discussion of accreditation issues and strategic planning.

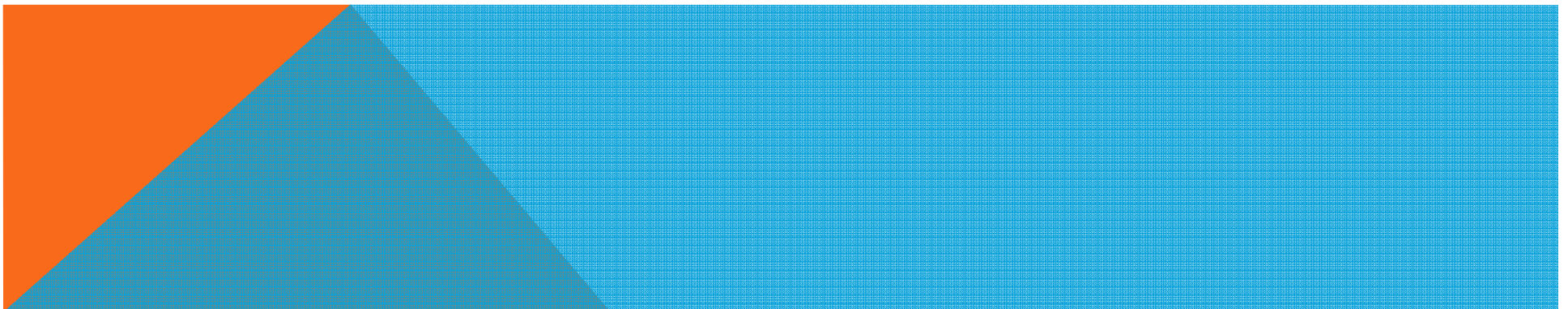
The campus also has an Accreditation Committee that focuses exclusively on accreditation.



# STANDARD I

**a—Mission:** *The institution has a statement of mission that defines the institution's broad educational purposes, its intended student population, and its commitment to achieving student learning.*

**b—Effectiveness:**

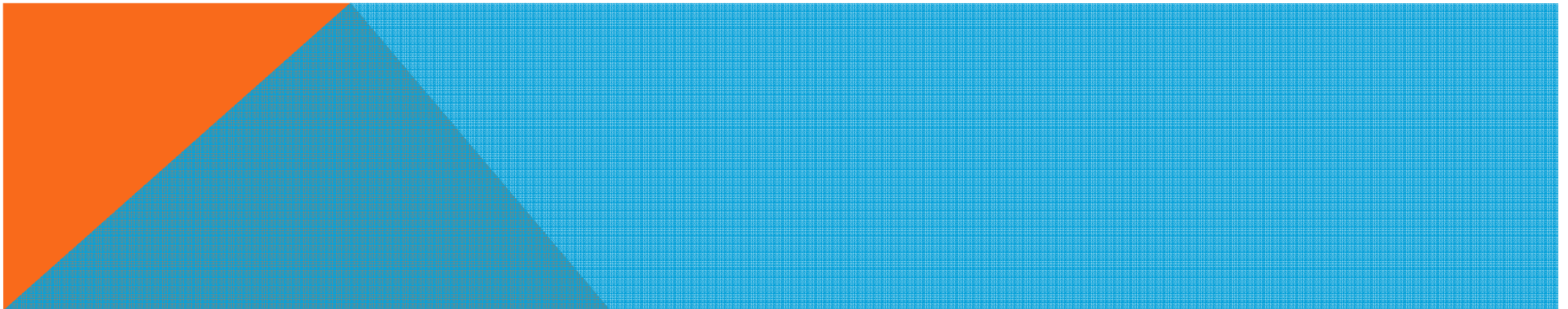




# STANDARD II

A. INSTRUCTIONAL PROGRAMS

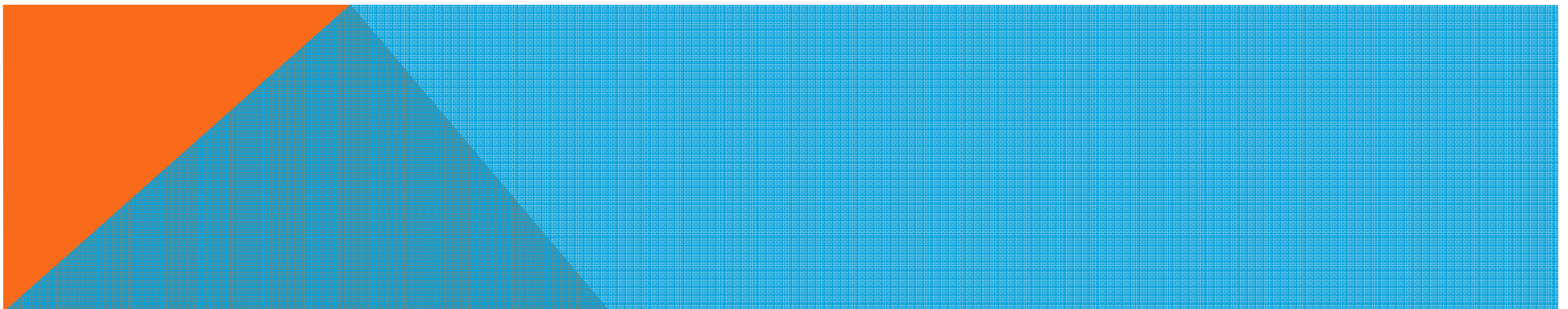
B. STUDENT SUPPORT SERVICES



# STANDARD III

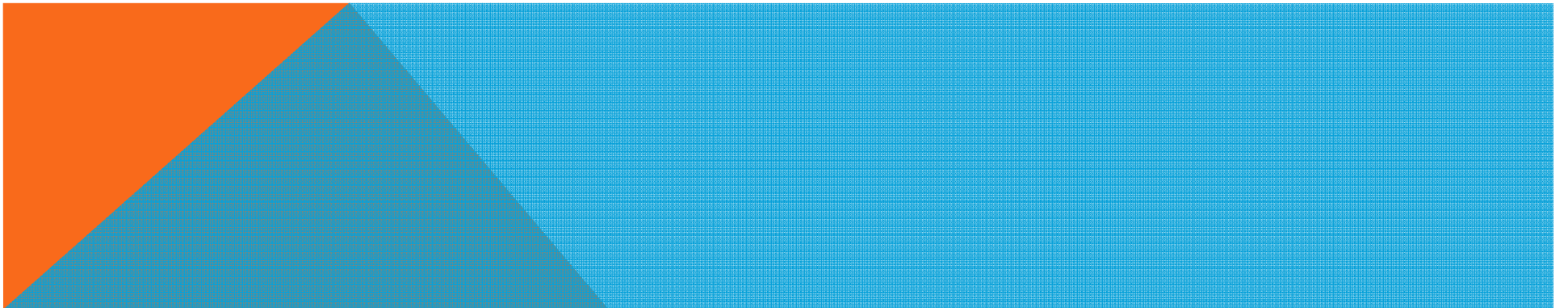
## *Resources*

- *The institution effectively uses its human, physical, technology, and financial resources to achieve its broad educational purposes, including stated student learning outcomes, and to improve institutional effectiveness.*



# STANDARD IV

Decision-Making Roles and Processes

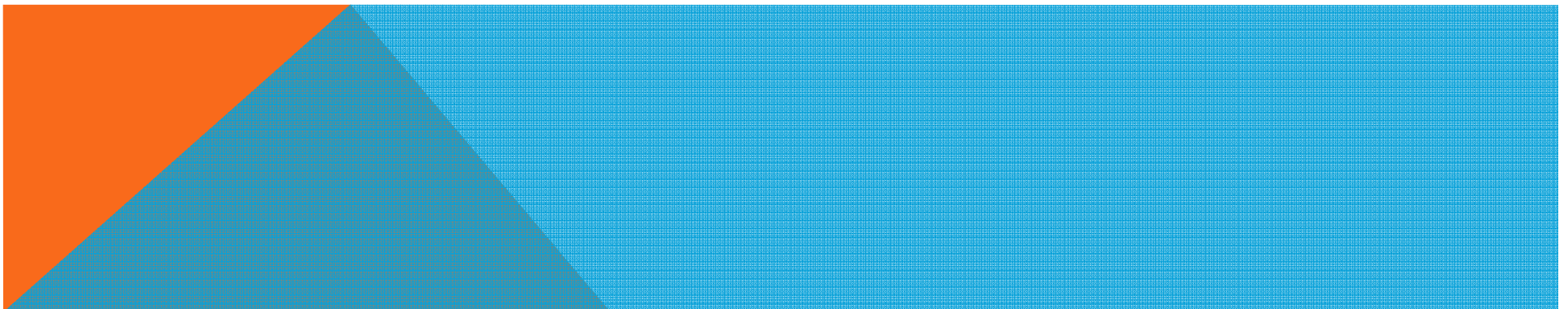


# WHO SHOULD BE ON THE ACCREDITATION COMMITTEE?

Members of all planning committees should be on the Accreditation committee

- Strategic Planning
- Enrollment Management
- Matriculation committee

These members will tie planning to Accreditation

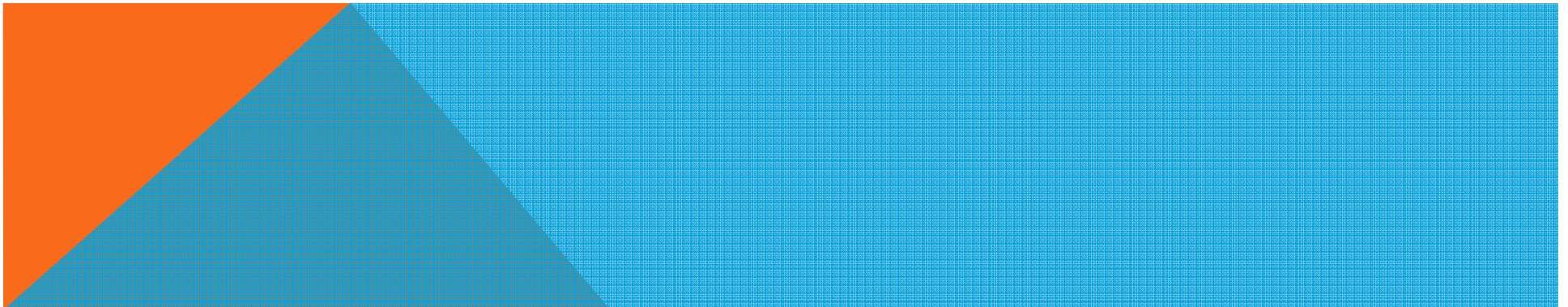


# LIST ALL THE STRENGTH AND WEAKNESS.

Focus groups with all planning committees

- Create list of issues from all committee meeting

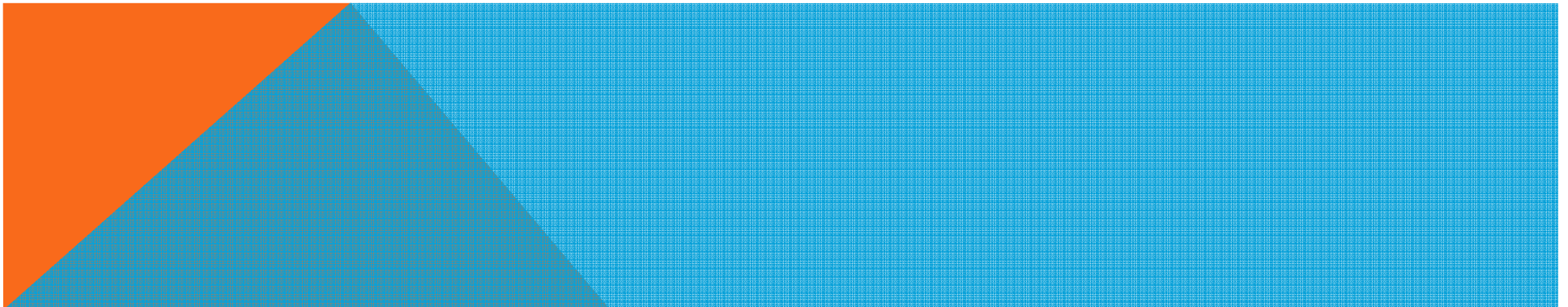
Strategic planning members vote on each



# WHAT PLANNING TOOLS CAN YOU USE?

Criteria for goals and objectives

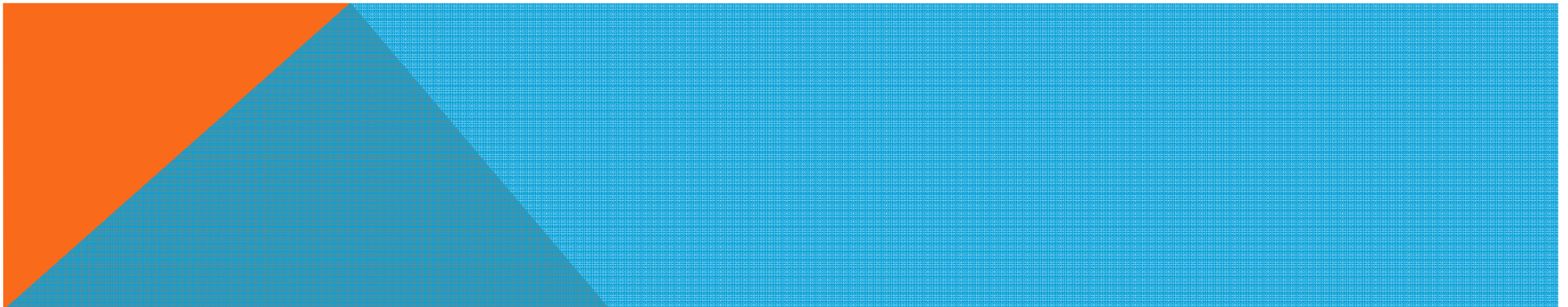
SMART (Specific, Measurable, Achievable, Relevant, Time-based)



# INPUT FROM ALL STAKEHOLDERS AND EVALUATED BY ALL STAKEHOLDERS

Create lists for members to vote on:

- Strengths
- Weaknesses
- Perception of character
- Elements of mission
- Values and tenets
- Directions



# GRANTS: THE FOCUS THIS MORNING



We are in a new era in which grants will be increasingly important. We want to pursue grants that align with our goals.



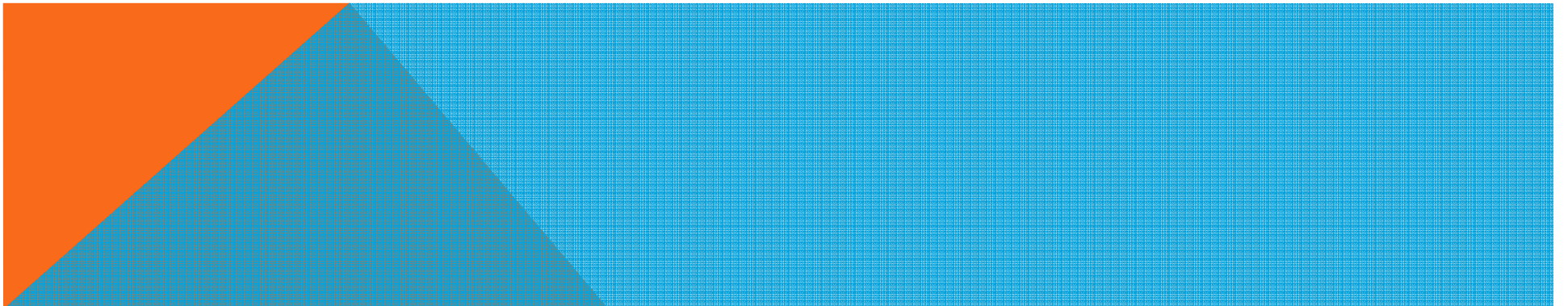
# Economic Downturn

**BUDGET CRISIS CREATES SPECIAL CONDITIONS**



**Access is shrinking but the need for quality public higher education has never been greater...  
the need for certificates and degrees is expanding.**

**ALL IDEAS WELCOME**



**FOR MANY COMMUNITY MEMBERS  
SBVC SYMBOLIZES A BRIDGE**



# STRATEGIC PLANNING LIGHTS OUR WAY



# SWOT SURVEY

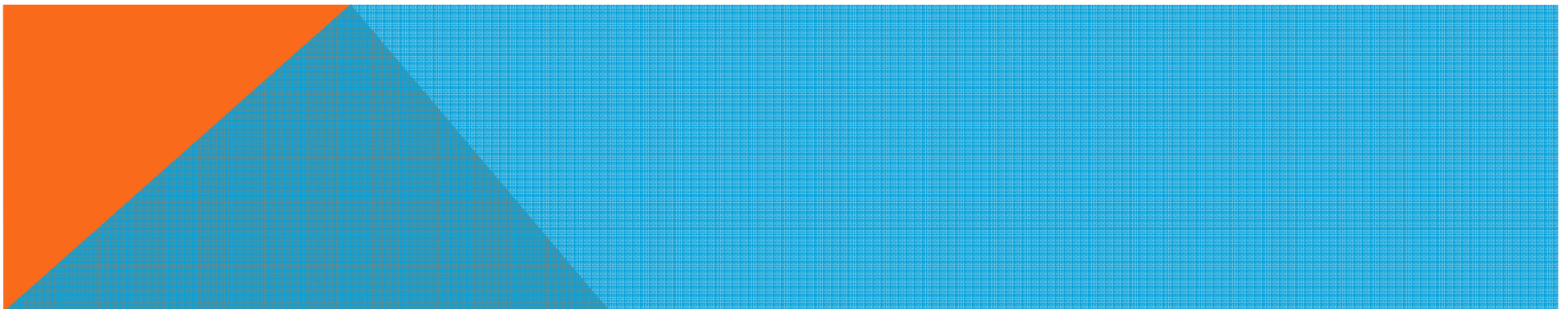
**SBVC conducts a SWOT analysis each year.**

- Strengths, Weaknesses, Opportunities, Threats

**Campus Climate and Self-Study Survey**

- Student
- Faculty
- Classified Staff
- Managers

**Professional Development Survey (every two years)**



# GOAL AREA: PARTNERSHIPS

Not enough involvement in community organizations

Not enough access to internships and work experience opportunities .

Increase the number of partnerships

More marketing of SBVC sports and cultural events; broadcast campus events—work with the community to co-sponsor events.

Provide more opportunities to develop student skills

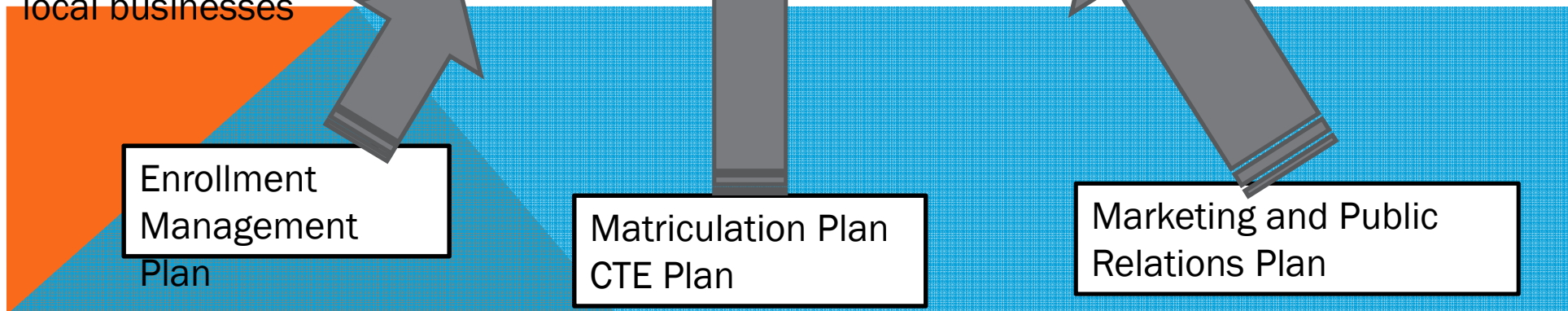
Increase the number of satellite campuses and tutoring programs

Need more partners with schools, government, and local businesses

Enrollment Management Plan

Matriculation Plan  
CTE Plan

Marketing and Public Relations Plan



# COMMON ACTIVITIES FOR ALL PLANS

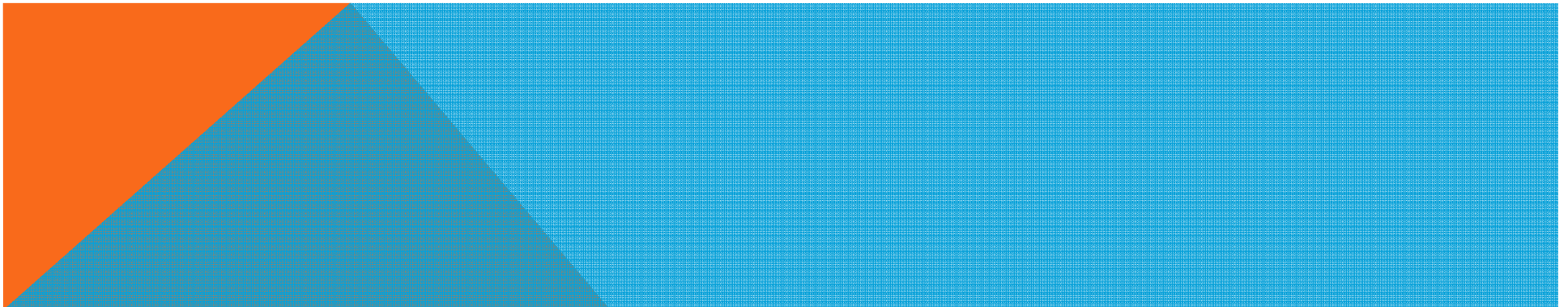
Data collection and Dialogue

Group and classify goals

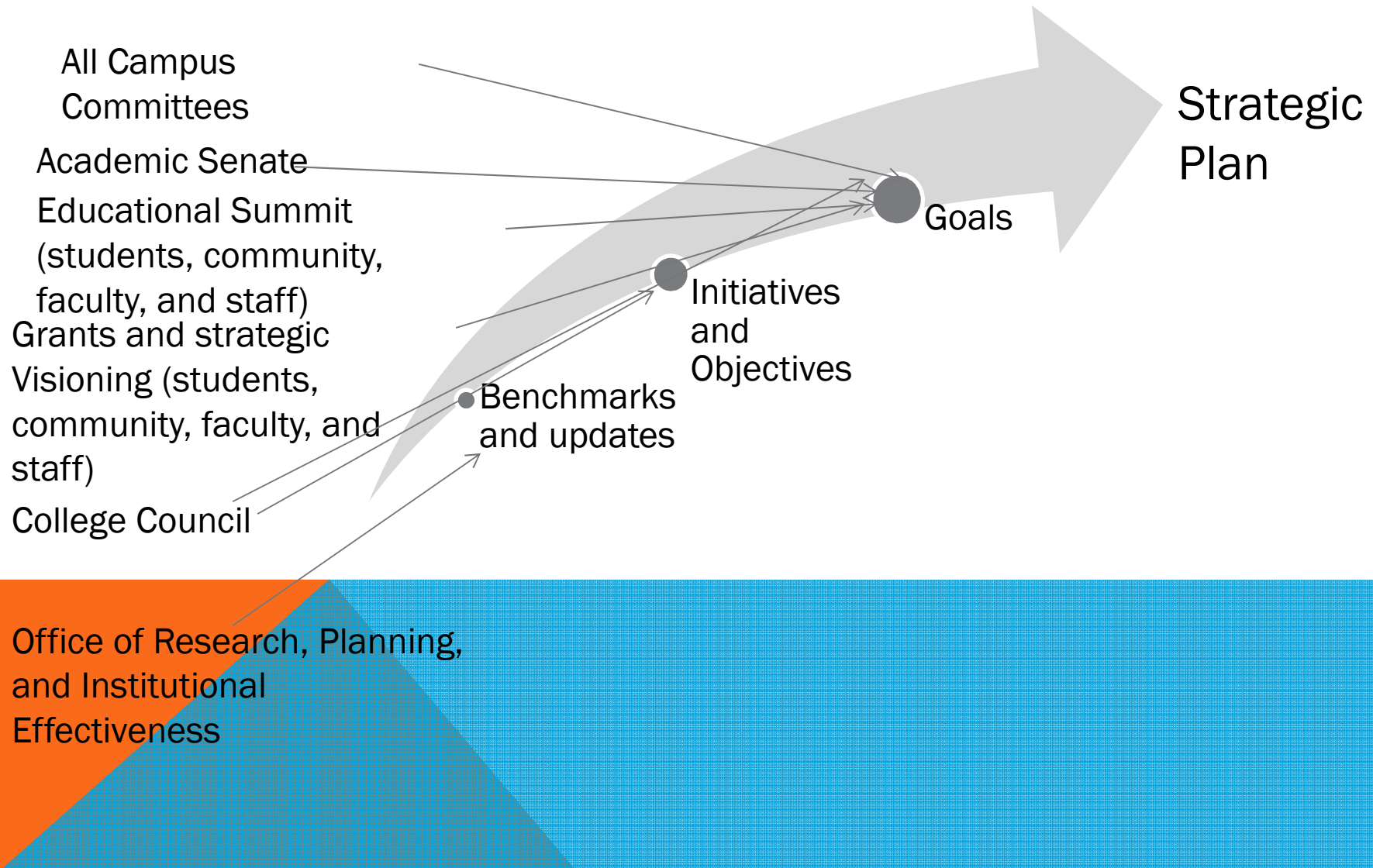
Propose initiatives

Create objectives that are SMART

- Specific
- Measureable
- Achievable
- Relevant
- Time-bound



# THE PROCESS TO ESTABLISH STRATEGIC GOALS, INITIATIVES, AND PLANNING





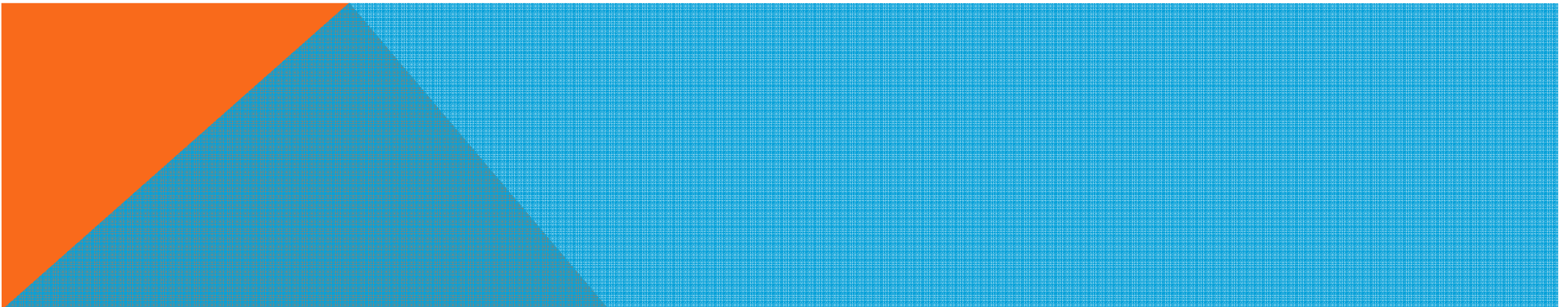
# EVALUATING PLANS

**Present all plans to the strategic planning committee**

- Rate goal alignment with strategic planning goals

**Regular reviews by stakeholders of the five-year strategic plan**

- Quantitative rating of each goal and objective
- Qualitative evaluation of each goal and objective

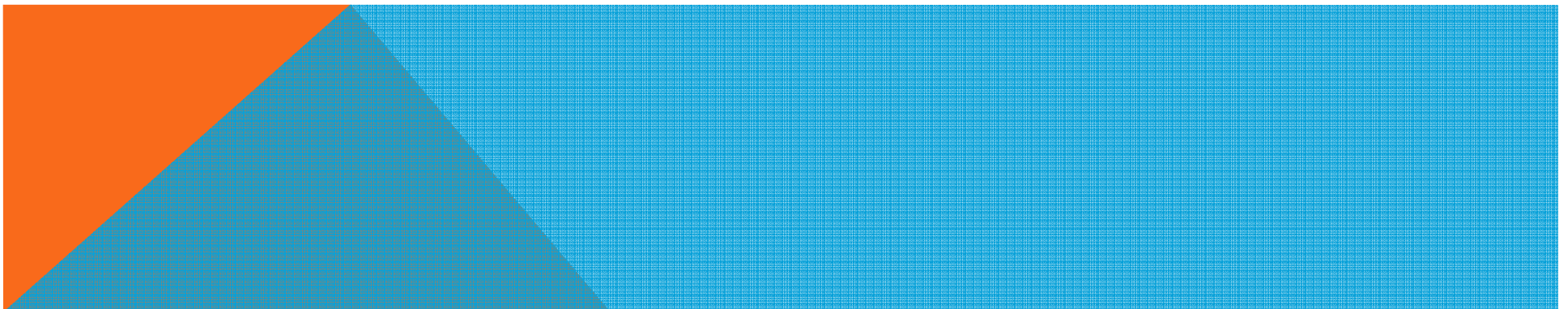


# CONCLUSION

Why do we need planning integration?

What steps can we take to ensure that it occurs?

Who should be responsible for planning integration?





# Strategic Plan

## Enrollment Management Plan

- Encourage greater full-time enrollment
- Improve access to basic skills courses (4b)
- More access to counselors (4c)
- Increase access to courses that students need for transfer (4d)
- Increase access to courses that students need for CTE certificates (4e)
- Improve access to courses that students need for graduation (4f)

## Matriculation Plan

- Provide effective assessment for accurate placement (7)
- Encourage greater full-time enrollment (7)
- Increase access to counselors(4)

## Professional Development Plan

- Offer more professional development activities (3)
- Provide more professional development publicity (3)
- Provide an accessible professional development calendar (3)

## Technology plan

- Keep pace with changes in technology (3)
- Increase student access to computers (2)
- More use of low-cost and free online resources (2)

## Student Equity Plan

- Increase access to counselors and counseling (4c)
- More access to clubs and student-life activities(4n)
- More Evening and Saturday access to student services (4o)
- Reach a diverse population of prospective students through partnerships with community organizations and k-12 systems (n4p).
- Provide access to lifelong learning (n4q)

## Research Plan

- Conduct regular campus climate surveys for faculty, staff, and students (8)
- Maintain current evaluation data on all support programs(8)
- Conduct regular SWOT surveys and focus groups (8)
- Support the program review process (8)
- Use SLOs in a cycle of improvement (7e)

# Strategic Plan

Grants Plan

Technology Plan

Enrollment Management

Student Equity plan

Research plan

Professional Development plan

Metriculation plan