To: Bakersfield College Council

From: Strategic Planning Work Group (SPWG), an ad hoc resource group of the College Council Goals Committee, convened to develop strategic planning recommendations

Subject: Recommendations for the Spring 2012 Strategic Planning Process

Date: March 16, 2012

Committee Members
Primavera Arvizu, Director, EOPS/CARD/CalWORKS
Stephen Eaton, Dean of Instruction
Jennifer Marden, Administrative Secretary, Academic Senate
Ann Morgan, Director, Institutional Research and Planning
Kate Pluta, Professor, English
Cornelio Rodriguez, Professor, Political Science
Bakersfield College Strategic Planning Work Group

Process Plan

Assuming Recommendations Acceptable by College Council

**Strategic Plan Elements**

Values, Vision, Mission

- College Goals Subcommittee of College Council recommends three-year cycle for review in response to College Goals Survey
- Institutional Research and Planning will conduct online survey of college constituents

Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis will use

- College Goal Survey items about college focus and college strengths
- Self-Evaluation Actionable Improvement Plans
- Annual Program Review Trends
- Collegewide Committee Reports

Environmental Scan will include

- Internal Scan will examine five-year trends of student educational need and achievement progress disaggregated by sociodemographic and educational characteristics conducted for Self-Evaluation and this includes KCCD internal scan elements
- External Scan will examine service area characteristics provided in the KCCD internal scan and in the Master Plan information from Cambridge West Partnership, LLC

**Strategic Goals**

- Incorporate synthesis of SWOT analysis and Environmental Scan results
- Incorporate College Goals Subcommittee recommendations
- Incorporate KCCD Climate Survey results
- Align with KCCD Strategic Goals

**Strategic Objectives**

- Develop measurable objectives for each strategic goal
- Include key performance indicators or measurable components

**Strategic Plan Timeline**

- College Council strategic planning session March 23
- Will adhere to BC Budget recommendations due April 15 to district
- Will complete Strategic Plan spring 2012