

Northland Pioneer College
Strategic Planning and Accreditation Steering
Committee Meeting Minutes

Monday, October 21 2016

9:00 a.m. – 11:30 a.m.

PDC – LC142

Voting Members in Attendance: Stan Pirog (Proxy for Kenny Keith); Bill Fee (Proxy for Eleanore Hempsey); Coleen Readel Peggy Belknap; Ann Hess; Randy Hoskins; PJ Way; Susan Jamison; Mark Ford; Sandy Manor; Maderia Ellison

Advisory Members in Attendance: Mark Vest; Jeanne Swarthout; Tracy Mancuso

Others in Attendance: Paul Hempsey; Terrie Shevat (Recorder); Josh Rogers; Jeremy Raisor

1. Approval of Minutes from 10/07/2016

Peggy Belknap made a motion to approve the 10/07/2016 minutes. Stan Pirog seconded. The motion passed with a majority vote.

2. Enrollment Management Canvas Completion – Tracy Mancuso

Tracy announced she will not be working on Business Model Canvas completion due to a revision she made based on feedback from SPASC members stating they were not sure how it relates to an enrollment plan, strategic plan, and education. Tracy thanked Josh for his suggestion about Simon Sinek - Start with Why.

Tracy reviewed handouts with SPASC members: Process Map of a Mission Centered organization; Publication from Layton Construction Company; Harper College - Achieve Your Dreams Now; Mission Vision and Values: Keep Them Short and Sweet; Mission (worksheet).

Tracy presented on Process Mapping and SWOT Analysis. Tracy discussed a process map she built which demonstrates one method that shows businesses and organizations how to become a mission centered organization. Tracy showed how this process map works and provided examples both business and community college related. She expressed the importance of first developing a WHY statement, followed by WHAT and HOW.

Tracy presented a short Franklyn Covey video on goal setting within the organization.

Tracy facilitated a brainstorming exercise with the committee to create an NPC SWOT (Strengths Weaknesses Opportunities Threats) Analysis for the purpose of building a strategic planning method. Randy shared a list of strengths, weaknesses, opportunities, and threats prepared by himself and by his students earlier in the week.

Tracy asked SPASC members to complete the Mission worksheet handout. She asked the

group to answer five questions at the top relating to why we (NPC) exist. To save time, she stated the committee may skip the steps and go directly to the mission told as a mantra. Following the exercise, committee members shared the following mantra statements.

Succeed
Reach your goals
Learn more, live better
Reach your dreams
Improve yourself
We want you to soar to new heights
Better today than yesterday
Education for a better life
Working together
A brighter tomorrow

Education advances everyone
Opportunity calls
Expand your mind, transform your lives
Build your future
Your future under construction
Build your tomorrow
Create your future
The power to make a difference
Create possibilities
Build a better tomorrow

Tracy asked SPASC members to come up with three or four mantra statements that feel right for the college. Mark suggested we call time and roll this process forward to the next meeting for a maximum of 45 minutes to complete.

3. Enrollment Management/Decision Tree Discussion

No discussion.

4. Next Steps/Review of Tasks/Agenda Items

Task: Come back to the next meeting with the Mission worksheet handout completed and at least one mission/mantra statement that works for the direction of the college – **All Committee**

Task: Write up itinerary proposal for the January Convocation schedule – **All Committee**

Task: Agenda Items – **Terrie Shevat:**

- I. Wrap-up on Business Model Canvas facilitated by Tracy Mancuso
- II. Educational Technology Report from Wei Ma
- III. Convocation Planning

5. Adjourn

Mark Vest asked if there is any additional business to discuss. With no comments from SPASC members, Mark declared the meeting adjourned.

NPC SWOT Analysis

| Strengths | Weaknesses | Opportunities | Threats |
|---|--|--|---|
| Value/Affordable | Hiring/Retaining Employees | Start of Teaching Career | Declining Funding Base |
| Employees | Location | More Partnerships | AZ Legislature |
| Some Strong CTE External Relationships | High Cost per Student | Better K12 Connection | Employee Recruitment and Retention |
| Convenience | Challenging External Relationships | Improve College Readiness of Population | Migration |
| Quality Programs | Limited Media Options | High School to College Boot camps | Increased Competition |
| Brand | Internal/External Communication | Expand Market due to low Price point | Tech Infrastructure Gaps |
| Personalization | Local Employment Availability | Fourth Revenue Streams | Governor's Office |
| Small Town Class size | Low Retention and Completion | Improve image in Community | Lack of employee understanding of resources |
| Scholarships | Low Morale | Improve Retention and Completion | Adversity to change |
| Everywhere | No comprehensive training | Leverage Countywide programs | Negative perceptions to Education |
| Supportive | Expense of Programs | Excess Capacity | Regulatory Environment |
| Inviting | No student sense of community | Expand Data Capacity | Perception of College |
| Student Diversity | Class offerings | Better Training/Prof Development for Employees | Communication within High Schools |
| Innovative | Student Understanding of College | Create Better Sense of Community | |
| Excellent Facilities | Strengths | Alignment of Goals | |
| Programs to help prepare students for success | Value/Affordable | Interactive Communication | |
| | Employees | Improved Online Presence | |
| | Some Strong CTE External Relationships | Franklin Covey 4DX | |
| | Convenience | | |