

# Parameters of the Strategic Planning Working Groups

## Working Groups

Membership to the Working Groups will be determined by the IPC and SSPC, with each body recommending 3 members from the college community, with no person serving on more than one working group. Working Groups may also want to consider adding to the six member composition of the Working Groups, leaders external to the college that the group feels would provide valuable perspective and expertise. Each Working Group will begin their planning by examining detailed data related to the primary academic mission of the college (provided by the Planning & Research Office) to help them frame issues and formulate a strategy for gathering information. The Working Groups will then develop a strategy of engagement and data collection related to their stakeholder group. Once additional information and data has been collected from the stakeholder groups, the Working group will work closely with the IPC & SSPC to refine the list of goals and then link each goal to a set of focused strategies. Working in collaboration with the Office of Planning & Research, each strategy and goal will be linked to a discrete set of metrics and/or indices.

## COLLEGE STAKEHOLDERS

### INTERNAL STAKEHOLDERS

#### 1. Students

The Working Group will focus on determining student needs and aspirations associated with their enrollment at Canada College. The group will review data and other information (provided by the research office) pertaining to student awareness, satisfaction, and academic performance. The group will also engage students by means of focus groups, dialogs and surveys and possibly conduct ethnographic studies and/or field observations.

The information collected will be directed at identifying and prioritizing student goals and objectives as they relate to the overall mission of the college. The goals developed by the group will be the goals they believe, based on their review of the information collected, are the outcomes the college should pursue in support of student excellence considering every dimension of their college experience.

#### 2. Faculty & Staff

The Working Group will focus on determining the professional and career development needs of college faculty and staff. The group will review data and other information, including findings from previous surveys (provided by the research and budget offices) that help to construct faculty and staff profiles. The group will also leverage focus groups, surveys and ethnographic studies as determined by the Working Group

The information collected will be directed at identifying and prioritizing college goals that support the personal growth, professional satisfaction and career development needs of college faculty & staff. The goals developed by the group will be the goals they believe, based on their review of the information collected, are the outcomes the college should pursue to create a professional environment characterized by high job satisfaction and rich career development opportunities.

## **EXTERNAL STAKEHOLDERS**

### **3. Alumni & Local Business**

The Working Group will focus on identifying the diverse needs and expectations that alumni and the business community (including both current and future employers of Canada students). The group will review data and other information, including environmental scans and archived student data (provided by the research and budget offices) to construct a general profile of college alumni and current and potential employers. This information will help the Working Group develop the framework for a series of focus groups and surveys targeting both of these stakeholder groups.

The information collected will be directed at identifying and prioritizing college goals that incorporate the needs of Canada alumni and local employers, including both public and private institutions. Because the two groups are so different in their needs and makeup the Working Group will consider the needs of each stakeholder separately, but prioritize them against the broader category of alumni and local business. The goals developed by the group will be their recommendations on which objects they believe the college should pursue that meets the needs and desires of these stakeholder groups and aligns with the mission and vision of Canada College.

### **4. All Other External Stakeholders**

The Working Group will focus on identifying the diverse needs and expectations related to some or all of the following: local residents, prospective students, K-12 schools, universities, government agencies, accreditation agencies, sister colleges, SMCCD District, Board of Trustees, former employees, prospective employees, and the public at-large. The group will review data and other information, including socioeconomic data, environmental scans, and community surveys (provided by the research and budget offices) to construct a general profiles of each stakeholder group identified by the Working Group. If the Working Group determines that additional information is needed they will collaborate with the Planning & Research Office to develop the appropriate data capture instruments and manage the collection of the additional data.

The information collected will be directed at identifying and prioritizing college goals that incorporate the needs of these varied stakeholder groups. Because the groups are so different in their needs and makeup, the Working Group will consider the needs of each stakeholder separately, but prioritize them against the broader category of "All Other External Stakeholders". The goals developed by the group will be their recommendations on which objects they believe the college should pursue that meets the needs and desires of these stakeholder groups and aligns with the mission and vision of Canada College.