Accreditation RTF Standard I Subgroup Minutes

May 5, 2013; 2:00-3:30 PM

In attendance: Cindy Delain, Ryan Barry-Souza, Stephanie Collier, John Boragno, Dave Bird and Christian Anderson

1. The committee reviewed the recommendations generated in response to its presentation of the Integrated Planning model at the Accreditation Summit held on April 27, 2013. Based on this review, the committee resolved to:
   - Develop a “marketing plan” to educate the college regarding the individual elements and the overall structure of the integrated planning model once the model has been adopted through the college’s shared governance process.
   - Create a “cliff’s notes” version of the planning manual – including a glossary of terms.

2. The remainder of the meeting was spent discussing and responding to Senior Management Council’s “Response Task Force Sub Group Action Request.” A draft of the result of this dialog is appended below.

Response Task Force Sub Group

Action Request #2

1) State the problem or issue.
   Standard IB1: The institution maintains an ongoing, collegial, self-reflective dialogue about the continuous improvement of student learning and institutional processes.

   In order to meet the standard, it is essential that all college constituencies achieve fluency with the structure and individual elements of the college’s Integrated Planning Model.

2) Gather data on the problem/issue.
   Suggestions regarding the successful development and implementation of integrated planning were solicited from faculty, staff, and administration from Cuesta College. In addition, the subgroup gathered data, in the form of attendee recommendations, generated during the Accreditation Summit held on April 27, 2013.

   From these sources the committee has determined that a) campus wide knowledge and understanding of the college’s planning processes is essential for meeting accreditation standards, and b) that this knowledge and understanding needs to be further developed at the college.

3) Describe the proposed resolution.(4-W’s and How?)
   What: An informational outreach campaign to increase campus wide knowledge and understanding of the college’s Integrated Planning Model.
Who: Subcommittee 1 in cooperation with Computer Services and the Public Information Office.

When: Beginning August 9th and running through late October.

Where: All three college campuses.

How: Using the following tactics

- T-shirts with planning model graphic
- Large scale vinyl sign with planning model graphic hung from E wall of Moro.
- Hard copies of a "Cliff’s Notes" version of the planning model distributed in all mail boxes and district offices
- Develop an interactive webpage with mouse over functions that display relevant definitions and concrete examples illustrating each of the elements of the integrated Planning Model
- Wallpaper or screen saver based on the planning model graphic installed on all district computers (with an "op-in" option for workstations exclusively used by individual employees)
- Water bottles (or other specialty marketing items) with the planning model graphic printed on them.
- Use planning model graphic for next year’s parking permit design.
- Planning manual “scavenger hunt” (e.g. “In what month and year will the final draft of the College of the Sequoias Master Plan 2015 – 2025 be presented to the Board of Trustees for approval?”, “According to the planning manual, Actions are comprised of what 3 components?”, etc.). Super-fantastic prizes will be awarded to the winners of a random drawing from the first 100 correct responses received. Prizes might include a reserved parking place (for a year or a month).

4) Describe assessment process.(connected to the standard)

A “survey” of employee knowledge regarding the planning manual will be conducted in early October 2013. Low scoring constituent groups will be targeted for intensive outreach until the visiting team arrives in November that year.

The initiative will be deemed a success if students remain eligible to receive Federal Financial Aid at the college in Fall 2014.