

Sonoma County Junior College  
District  
2022-27 Strategic Planning  
Town Hall  
Strategic Plan Structure

MARCH 11, 2022

# March 11 Agenda

Call to Order and Welcome

Land Acknowledgement

Icebreaker

Recap Mission, Vision, Values Meeting

Mission (25 minutes)

**BREAK**

Vision (25 minutes)

Value Statements (25 minutes)

Strategic Plan Structure (what has been accomplished)

**BREAK**

Small Group Conversations, Ideas for Strategic Plan Structure

Small Group Reporting Out

Final Words & Adjournment

# Land Acknowledgement

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We acknowledge that we gather at Santa Rosa Junior College on the territorial traditional land of the Pomo People in Santa Rosa and the Coast Miwok People in Petaluma, past and present, and honor with gratitude the land itself and the people who have stewarded it throughout the generations.

# Welcome

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Dr. Jeremy Smotherman  
and Julie Thompson



# Responsibility of Strategic Planning Town Hall Communication Norms

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Actively engage in respectful conversations and dialogue about the District.

Bring a perspective on who the college serves and how the college should fulfill its mission.

Open to new perspectives and ideas.

Be an advocate for actions efforts related to diversity, equity, and inclusion.

Be Considerate, Kind, Caring, and Empathic.

Provide Concise Statements and Thoughts (no more than 2 minutes).

Use “I” Statements When Conveying an Opinion.

Be Open to the Truths and Opinions of Others.

# Strategic Planning Town Hall Participation

All members of the District community are welcome to participate.

County of Sonoma community members are welcome to participate.

Attendees will be required to pre-register to attend meeting.

Attendees will be asked to complete End of Meeting Survey/Reflections.

Data collected from survey/reflections will be used to develop final recommended change to strategic planning outcomes (e.g., mission, objectives, key performance indicators).

An aerial photograph of a university campus. In the center is a large, multi-story building with a prominent central tower. In front of the building is a courtyard with a green lawn, several trees with autumn-colored foliage (orange, red, and purple), and a few people walking. The image is overlaid with a semi-transparent dark blue filter. The title text is centered over the image.

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# Recap of February 25 Town Hall: Mission, Vision, Values

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# Mission Statement Recap

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**Diversity** – Acknowledging the diversity of communities within SRJC.

**Equity** – Create action and in education

**Facilities** – Growth and innovation, space for students, faculty, and administrators to come together.

**Flexibility** – In curriculum and course delivery

**Globalization** – Preparing students for a globalized world

**Inclusive** – Providing open access to all.



# Vision Statement Recap

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**Sense of Community** – Everyone feel connected and supported – people know they belong and are welcome.

**Financial and Economic Sustainability** – SRJC is financially strong, and all programs are sustainable.

**Anyone can Learn Anything (there is a place for everyone in our community)** – SRJC addresses the educational needs of all members in our community.

**Free of Structural Racism** – SRJC will remove structural barriers that promote racism.

**SRJC is an example of equity, inclusion, diversity and anti-racism**

# Value Statement Recap

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## **Sustainability –**

Adaptability, Health (personal & mental), Inclusivity, Diversity, Cultural Competence, Equity

## **Responsive –**

Restorative Justice, Anti-Racism, Innovative, Accessible, Inclusivity

## **Learning –**

High-Quality Instruction, Value Lived Expertise/Experiences (experiential wisdom), Inclusivity

# Strategic Planning Structure

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# Levels of Planning

Operational Level Plans are those associated with our Program and Resource Planning Process.

Tactical Level Plans are those associated used to guide committees or campus-wide workgroups.



# SRJC Strategic Plan Guiding Principles (scaffolding)

## **Innovation:**

The creation and implementation of new programs, resources, policies, and/or services to the college.

## **Growth:**

Expanding on current programs and expanding the utilization of resources to achieve objectives/goals of the college.

## **Stability:**

Maintaining consistent standards of quality, resource allocation. Stability is used to limit or prevent negative influences (external or internal) on goals/outcomes.

## **Intervention:**

Changing the course of a program, policy, activity, or area to improve college outcomes.

# Why do we need to identify the Strategic Plan structure?

The Strategic Plan provides guidance for Operational Plans (i.e., institutional plans and department plans).

The Strategic Plan also provides guidance for Tactical Plans related to policies and procedures.



# Strategic Planning Components

1. Mission, Vision, Values

2. Strategic Plan Structure

3. Strategic Initiatives/Objectives

4. Strategic Goals

5. Key Performance Indicators

# Strategic Plan Structure

Provide Direction to Help Identify Clear Objectives and Goals ...

Keep in mind ... Strategic is BIG PICTURE.

How does our structure support our mission, vision, and values?





# Breakout Room Activities

## **Ideas for Strategic Plan Structure (10 minutes)**

What areas should be used to structure our strategic plan?

Why should that area be used?

# Thank you for attending!!!

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The next Town Hall is on April 8.

The Town Hall topic is Strategic Plan Initiatives.

Please visit our Strategic Planning web page to access recordings of prior town hall meetings, strategic planning resources, and comment survey:

<https://strategic-planning.santarosa.edu/>