

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

## STRATEGIC INITIATIVES & GOAL/OBJECTIVES

# 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.

# Agenda

Initiative: A general term for a strategy, program, product, service, or project

Goal: A broad, general statement of intended outcomes or results.

Objective: A specific, measurable outcome an institution intends to accomplish.

Metric: A measurement that tracks, monitors, and assesses the effectiveness of an objective, initiative, or plan.

## Welcome

## Recap of Spring 2022 Strategic Planning Accomplishments

- Draft Mission, Vision, and Value Statements
- Recap on Strategic Plan Strategy/Initiatives

## Workgroups to Develop Goals/Objectives

- Academic Quality
- Student Success & Support
- Responsiveness to our Surrounding Community
- Campus Climate and Culture

## Workgroup Report Out

## Final Words & Adjournment

# Responsibility of Strategic Planning Town Hall Communication Norms

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Actively engage in respectful conversations and dialogue about the District.

Be open to the truths and opinions of others.

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

Be open to new perspectives and ideas.

Be an advocate for actions and 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.



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# Recap of Spring 2022 Strategic Planning Accomplishments

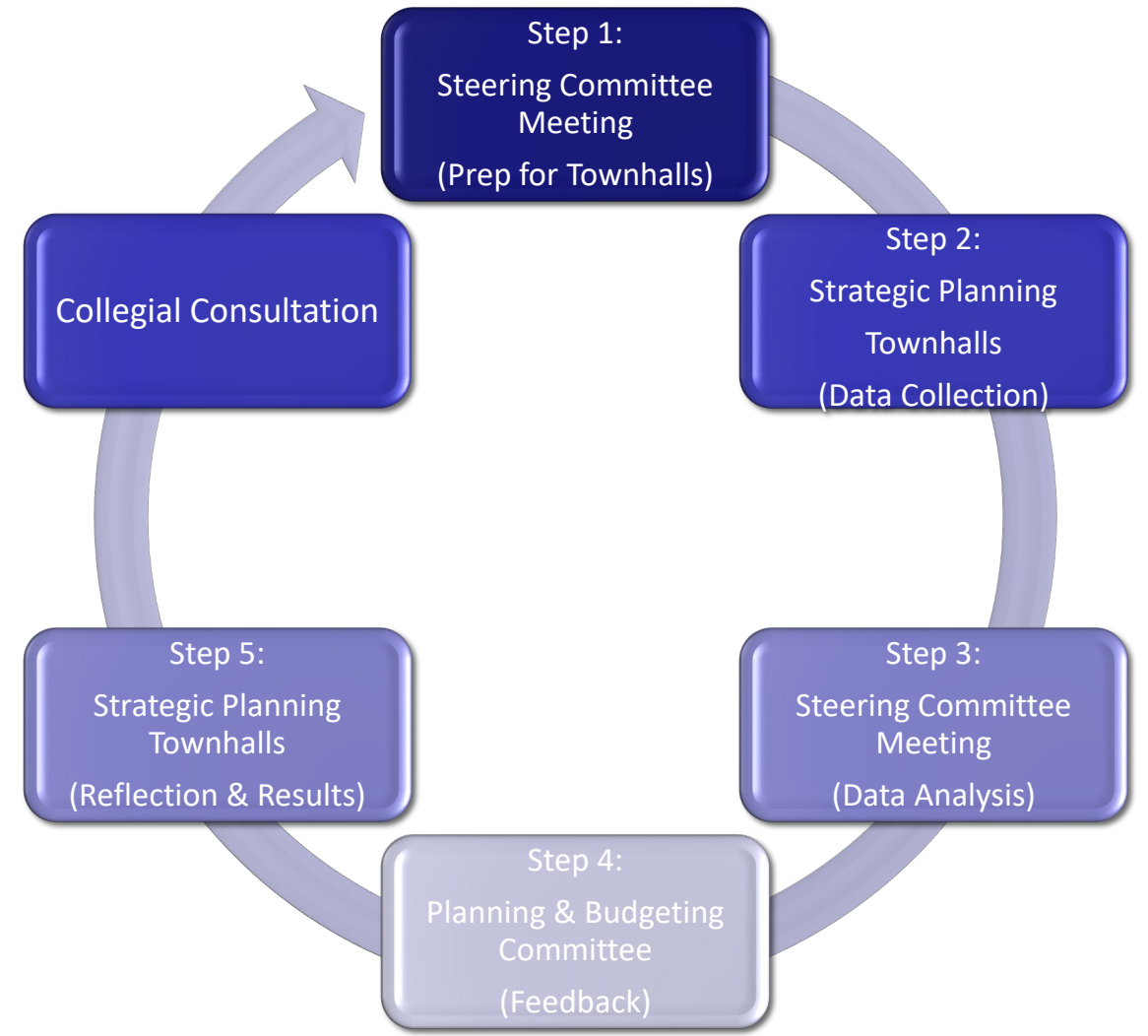
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# Activities/Inputs



# Cycle for Processing Inputs

- 1. Mission, Vision, Values ✓
- 2. Strategic Plan Strategy/Initiatives ✓
- 3. Strategic Goals
- 4. Strategic Objectives
- 5. Key Performance Indicators
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# Mission, Vision, and Value Statements



# Mission Statement

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Santa Rosa Junior College transforms the lives of our culturally rich student body, employees, and community by cultivating a welcoming and antiracist environment, centered on social responsibility and cultural awareness. We offer exceptional teaching and learning in support of associate degree, certificate, transfer preparation, workforce preparation and community education programs, integrated with comprehensive student support services.



# Vision Statement

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Santa Rosa Junior College commits to setting the standard in cultivating an accessible, open, barrier-free, sustainable environment for students, employees, and the community. The college envisions equitable, impactful, transformative, enriching, and holistic learning opportunities that inspire our students to thrive.

# Value Statement

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Santa Rosa Junior College values:

**A Healthy and Resilient College** grounded in kindness, innovation, collaboration, and restorative justice that identifies and removes oppressive structures;

**Teaching and Learning** that encompass excellence, freedom, and responsibility in academics that promote civic engagement, a love of learning, and success for all students;

**Community Engagement and Relationships** founded on cultural competency, trust, embrace of difference, and interconnectedness;

**Wellbeing** centered on the physical and mental wellness of all members of our community;

**Integrity** that emphasizes honesty, transparency, and ethical engagement;

**Effectiveness and District Stability** that support fiscally responsible planning centered on student needs; and

**Our Responsibility to the Environment and Society** expressed in our commitment to sustainability and social equity.

# SRJC Strategic Plan Guiding Principles (scaffolding)

Additional definitions:

Goals: specific targets (measurable)

Objectives: a general direction.

## 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 and 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.

An aerial photograph of a university campus. In the background, a large, multi-story building with a central tower and many windows. In the foreground, a courtyard with several trees, some with purple and orange foliage, and a few people walking. The image is overlaid with a semi-transparent dark blue layer.

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# Recap on Strategic Plan Strategy/Initiatives

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# Strategic Plan Structure/Initiatives

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

Keep in mind ... Strategic is  
BIG PICTURE.

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



# Strategic Plan Initiative Survey Results

Note: Survey was conducted during the March 11<sup>th</sup> Town Hall. The survey was open for one week to allow for additional feedback.

Structure Areas	Answer Percentage
Academic Quality	20%
Student Success	16%
Responsiveness to our Surrounding Community	14%
Student Support	13%
Sustainability	9%
Fiscal Responsibility	9%
Campus Climate	7%
Campus Culture	7%
Other	4%
Restorative Justice	2%
<b>Grand Total</b>	<b>100.00%</b>

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# Final Initiatives & Workgroups

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- Academic Quality
- Student Success & Support
- Responsiveness to our Surrounding Community
- Campus Climate and Culture





# Initiatives, Goals, and Objectives

# Our Initiatives:

The strategic plan is a high-level planning document that articulates the college institutional mission and vision, guides resource allocation, and promotes organizational focus.

The strategic plan also allows college to reflect on our current state and envision the future.

Initiative		Goal	Objective	Key Performance Indicator
Set 1	Academic Quality			
	Student Success & Support			
	Responsiveness to our Surrounding Community			
	Campus Climate & Culture			
Set 2	Academic Quality			
	Student Success & Support			
	Responsiveness to our Surrounding Community			
	Campus Climate & Culture			

## Define Your Initiative

The INITIATIVE means ...

Can one of our GOALS connect with our Guiding Principles...?

Will our OBJECTIVES measure an increase, decrease, or maintain stability?

Which METRIC should be used as a key performance indicator?

# Connecting Goals to District Priorities

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- [Student Equity Plan 2.0](#)
- Strategic Enrollment Management Plan
- [Guided Pathways](#)
- Support of Disproportionately Impacted (DI) Students
- What is our identity post-covid?
- What type of community should we be providing for our students?

## Sentence Activity to Help Guide the Development of Goals and Objectives

Santa Rosa Junior College's Strategic Plan addresses INITIATIVE by GOAL (1 or 2), which will result in OBJECTIVE (1 or 2 per goal) that is measured by METRIC (1 per objective).

# Goals & Objectives Examples

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Goal is a target; objective is a measure of progress, or step along the way

[Review Cuesta College Strategic Plan](#)

Craven CC ex: <https://cravencc.edu/search-and-more/about-us/mission-and-vision/strategic-goals-and-plan>

Clovis CC ex: <https://www.cloviscollege.edu/about/college-planning/strategic-plan-objectives.html>

UNC Pembroke ex: <https://www.uncp.edu/about/uncps-strategic-plan/strategic-plan-goals-and-objectives/goal-1-innovative-academic-programming>

# Thank you for attending!!!

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The next Town Hall is tentatively scheduled for Dec 8.

The Town Hall topic is Strategic Goals and Objectives.

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

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