Strategic Planning at Cerritos College
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Dr. Linda L. Lacy and Kay Nguyen
Strategic Planning

Strategic planning is an organization’s process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. In order to determine the direction of the organization, it is necessary to understand its current position and the possible avenues through which it can pursue a particular course of action.

Simply put: Strategic Planning is the process of determining an organization’s long-term goals then identifying the best approach for achieving those goals and assessing along the way to ensure progress.
Key Components of Strategic Planning

• Vision
• Mission
• Values
• Strategic Areas

“Don’t mistake activity for accomplishment” – John Wooden
Purpose of Planning

- Support institutional mission and vision
- Provide clear, shared direction for action
- Ensure fulfillment of goals and objectives
- Allocate resources effectively
- Provide opportunities for teamwork and collaboration
- Facilitate forecasting to maintain currency, relevance, and accountability
ACCJC Expectations

• Institution uses ongoing and systematic evaluation and planning to refine key processes and improve student learning

• Dialogue about institutional effectiveness that is ongoing, robust and pervasive

• Data and analyses are widely distributed and used throughout the institution

• Ongoing review and adaptation of evaluation and planning processes

• Consistent and continuous commitment to improving student learning and educational effectiveness is a demonstrable priority in all planning structures and processes
Cerritos College Vision

Vision: Outlines what the organization wants to be, or how it wants the world in which it operates to be. It is a long-term view and concentrates on the future. It can be emotive and is a source of inspiration. A vision statement is a declaration of where you are headed—your future state - to formulate a picture of what your organization's future makeup will be, and where the organization is headed.

“Cerritos College will be a national leader in student success.”

“Driven by the pursuit of unparalleled student success, Cerritos College will provide access to innovative learning opportunities that promote the power of learning.”
Cerritos College Mission

**Mission:** Defines the fundamental purpose of an organization or an enterprise, succinctly describing why it exists and what it does to achieve its vision. The institution has a statement of mission that defines the institution’s broad educational purposes, its intended student population, and its commitment to achieving student learning.

“With student learning as the paramount destination, Cerritos College guides students with the map and the means to make their educational aspirations a reality. The college takes pride in offering **open access education for associate degrees, transfer, career technical training, basic skills, and lifelong learning.** Creating **career pathways** and opportunities for **self-enrichment** that benefit the economic vitality of its unique, multicultural community, Cerritos College values **diversity** and employs learning programs and student services that underscore **student success.** Faculty, staff, administrators, and students partner to promote relevance in today’s global community by nurturing intellectual curiosity and applauding academic excellence.”
ACCJC Standard on Mission

“The institution has a statement of mission that defines the institution’s broad education purposes; its intended student population, and its commitment to student learning.”
Cerritos College Values

Values: Beliefs that are shared among the stakeholders of an organization. Values drive an organization’s culture and priorities and provide a framework in which decisions are made.

• Supporting and promoting Student Success;
• Achieving Excellence/Quality in teaching, learning, service and in college processes;
• Supporting Innovation and Creativity to enhance and enrich learning and services;
• Celebrating Diversity in people, philosophies, cultures, beliefs, programs and learning environments;
• Promoting respect and trust in all People be they students, community members and employees;
• Fostering Integrity as the foundation for all that we do;
• Developing, nurturing and supporting Partnerships with our educational, business and industry colleagues;
• Planning and supporting Comprehensiveness in our curricular offerings; and supporting Inclusiveness of individual, campus and community viewpoints in collaborative decision-making processes.
Cerritos College Strategic Planning Process

A strategy is sometimes called a roadmap – which is the path chosen to plow towards the end vision.

- Start with Cerritos College Mission
- College Strategic Goals (7 circles)
- Implementation of Goals
- Action Plan Implementation
- Evaluation
- Annual College Strategic Retreat
Cerritos College Strategic Plan (7 circles)
Opportunities & Challenges

• Opportunities for improvement

• Increase efficiency to better serve students

• Enhance communication and collaboration

• Departments/Individuals working in Silos
Strategic Planning and Leadership

In order to create an effective planning environment...

• Commitment to Planning Process
  (*Be committed to the plan’s goals and objectives*)

• On-going Dialogues

• Provide Resources

• Support Initiatives and Risk-taking

• Transparency
  (*Planning processes and results need to be visible on campus*)
Question for Audience

What is your role in planning within your department?
Group Activity

1. Each group has been assigned one of the seven strategic areas → Develop one measurable objective for the strategic area.

2. Each group should provide one suggestion on how to communicate to the college community the purpose and process of the Strategic Plan.

3. How can we develop a culture where all people—faculty, staff and administrators—feel responsible for students’ success and that their work links directly or indirectly to students’ achievement?

4. Group Report