



Where to Go, What to Be:
The Academic Senate Five-
year Strategic Plan

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Overview

- Strategic Planning and Strategic Plans
- Strategic Planning Considerations
- Goals and Objectives
- Next Steps

Without a Strategic Plan...



"I've got it, too, Omar ... a strange feeling like we've just been going in circles."

STRATEGIC planning...

- Shapes and guides what an organization is, what it does, and why it does it
- Offers an exploration of alternatives to current practices
- Focuses on the big-picture goals and needs of an organization
- Emphasizes future implications of current decisions
- Provides clarity and stability

Building a STRATEGIC PLAN



Successful STRATEGIC PLANS

- Keep it simple so the plan is easily understood and sustainable
- Developed through a participatory process that involves the entire organization
- Are dynamic, living documents — not rigid or “set in stone”
- Require organization-wide commitment

Planning Definitions

- **GOAL:** What we want to achieve
- **OBJECTIVE:** How we'll we know if we succeeded — Measurable
- **STRATEGY:** How we'll achieve the goal
- **TACTICS:** Specific actions we'll take that support each strategy — The who, what and when

STRATEGIC PLANNING example

- **GOAL:** I want to improve my health
- **OBJECTIVE:** Lose 10 pounds by December 1
- **STRATEGIES:**
 - Begin an exercise program
 - Change eating habits
- **ACTIONS:**
 - Join a gym and workout 3x/week
 - Eat vegetables at each meal
 - Stop drinking soda

Questions We Asked

- What are we doing well?
- What are the needs of our constituents?
- What do we want to do differently?
- What do we want to stop doing?
- What are our barriers to success?
- What do we want to say we accomplished **three** years from now?

ASCCC Mission

The Academic Senate for California Community Colleges fosters the effective participation by community college faculty in all statewide and local academic and professional matters; develops, promotes, and acts upon policies responding to statewide concerns; and serves as the official voice of the faculty of California Community Colleges in academic and professional matters. The Academic Senate strengthens and supports the local senates of all California community colleges.

Resolution 1.06 S14

Resolved, That the Academic Senate for California Community Colleges amend its mission statement to read:

The Academic Senate for California Community Colleges promotes academic excellence and fosters the effective participation by community college faculty in all statewide and local academic and professional matters; develops, promotes, advocates for, and acts upon policies of responding to statewide concerns; and serves as the official voice of the faculty of California Community Colleges in academic and professional matters. The Academic Senate strengthens and supports the local senates of all California community colleges.

Draft Goal #1

Engage and empower diverse groups of faculty at all levels of state and local leadership to lead educational policy decisions

Draft Goal #1

Objectives:

1. Increase the diversity of faculty representation, on committees of the ASCCC, including the Executive Committee, and other system consultation bodies to better reflect the diversity of California
2. Provide at least three leadership development opportunities targeted to diverse groups of faculty such that they are prepared to participate in and lead local and statewide educational policy decisions.

Draft Goal #1:

Example of Strategy

1. Increase the diversity of faculty representation, on committees of the ASCCC, including the Executive Committee, and other system consultation bodies to better reflect the diversity of California

Strategy:

Lead professional development opportunities designed to promote recruitment of diverse faculty for participation in local and statewide senate activities.

Draft Goal #2

Assert the faculty voice and leadership in local, state, and national policy conversations

Draft Goal #2

Objectives:

1. Develop and strengthen strategic relationships between the Executive Committee and at least five legislators, system partners or organizations involved in statewide or national education policy.
2. Establish at least three training opportunities in matters of advocacy for local faculty and senates.

Draft Goal #3

Lead faculty professional development at all levels of the California Community College System

Draft Goal #3

Objectives:

1. Develop two partnerships with organizations or individuals for collaboration on ASCCC professional development activities.
2. Ensure that all system-wide faculty professional development in California Community Colleges occurs in collaboration with the ASCCC.
3. Design and implement a comprehensive ASCCC professional development plan for ASCCC representatives and staff as well as faculty statewide.

Draft Goal #4

Enhance engagement, communication, partnerships with local senates, system partners, and other constituent groups

Draft Goal #4

Objectives:

1. Increase the participation of ASCCC liaisons at least three events or meetings conducted by system partners and not previously attended by ASCCC liaisons.
2. Establish an improved two-way communication system for communicating with faculty, local senates and system partners.
3. Increase local college visits by 5% with consideration given to those that are underrepresented at institutes or plenary sessions.

Draft Goal #5

Secure sustainable resources to support the mission and the work of the ASCCC

Draft Goal #5

Objectives:

1. Increase partnerships through the ASFCCC with one other foundation or organization per year to fund the work of the ASCCC.
2. Realize a minimum increase in ASCCC funding of \$250,000 per year.
3. Complete at least one application for appropriate short-term or long-term grants per year.
4. Secure appropriate resources to implement the ASCCC's comprehensive professional development plan.

We Need Your Input

- What is missing?
- What should not be here?
- What could be worded better?
- What strategies can we employ to reach these objectives and goals?

Watch for further opportunities to help us refine and develop the strategic plan through electronic vetting.

Thank you for coming