



**STRATEGIC PLANNING COUNCIL
WORKSHOP
October 16, 2009**

A workshop of the Palomar College Strategic Planning Council scheduled for October 16, 2009, was held in SU-18. President Robert Deegan called the meeting to order at 9:00 a.m.

Roll Call

- SPC Members Present: Barton, Brannick, Cerda, Cuaron, Deegan, Dowd, Francis, Gowen, Halttunen, Hoffmann, Japtok, Kovrig, Lienhart, McCluskey, Tortarolo, Vernoy
- Budget Committee Members Present: Brannick, Cuaron, Dowd, Duran, Gowen, Kelber, Kovrig, Lienhart, McCluskey, Tortarolo, Vernoy
- Members Absent: Bissell (SPC), Claypool (SPC), Dimmick, Faulkner (SPC), Hong (SPC), Laughlin (SPC/BC), O'Brien (SPC), Sivert (BC), Talmo (SPC), Titus (SPC), Towfiq (BC)
- Recorder: Cheryl Ashour
- Guests: Dick Borden, Joan Decker, Glynda Knighten, Michael Large

Monika Brannick requested that she be allowed to make a statement for the record regarding the recent email from a former student:

I have the definition that goes with hate mail: "Hate mail (as electronic, posted, or otherwise) is a form of harassment usually consisting of invective and potentially intimidating or threatening comments towards the recipient. Hate mail often contains exceptionally abusive, foul or otherwise hurtful language. The recipient may receive disparaging remarks concerning the subject's ethnicity, sexuality, religion, intelligence, political ideology, sense of ethics, or sense of aesthetics. The text of hate mail often contains profanity, or it may simple contain a negative, disappropriating message." The definition of hate speech is: "Hate speech is a term for speech that attacks or disparages a person or group of people based on their social or ethnic group, such as race, gender, age, ethnicity, nationality, religion, or lack thereof, sexual orientation, gender identity, disability, language ability, ideology, social class, occupation, appearance (height, weight, skin color, etc.), mental capacity, and any other distinction that might be considered by some as a liability."

I 100% stand behind the statement that came out from PC3H. This email was hateful; it is hate mail and it is hate speech. I would like to ask those of you who read those emails did you ever talk to Sherry Titus? Did you ever ask her what happened? I bet you never did. It was dealt with and it will further be dealt with. But to now go after PC3H is as low as one of us can get. Also, we talk about how we have the students' interests in mind but this is an abuse of those students. They are being used as pawns to push someone's agenda. The recent emails have to stop; this is bullying to no end and it cannot go on. Please leave PC3H alone; they have done a great job on this college. Whether there was something wrong or not, no one really knows at this point, but I can just not see Sherry operating like that. Also, if this would happen to those who sent the emails, I would stand up for them just like I am standing up for Sherry. This is not about Sherry. This is about how we deal with things on this campus. I would ask that President Deegan send out a short email to let people know that this is something that was dealt with and will be further looked into.

President Deegan stated:

I spoke at the Governing Board meeting about this. That first email was written and crafted to incite, to hurt, and to harm an individual without an opportunity for that person to respond. Those types of emails have no place at Palomar College. I am very concerned that these types of emails at some point may hurt somebody physically. Sherry and Marilyn are tough and have the skills to cope. But sooner or later somebody else is going to have a target on their back and they may not have the same skills to cope. We need to seriously address a civility policy on this campus and agree that we are not going to operate like this. The process that was used here is wrong. I want to say in no uncertain terms that if any student, faculty member, staff member, or administrator reports a rape, they are immediately referred to our Campus Police and then, depending on

the jurisdiction, we contact the appropriate police agency. Sherry followed this policy. As soon as that email came out I met with Mark Vernoy, Sherry Titus and the Chief of Police to discuss this specific issue. And I am telling you that nothing was done wrong by Sherry Titus in that regard.

Vice President Cuaron stated:

Three weeks ago we were working on our Mission, Vision and Values and in our Values we say that we value civility and respect. What has transpired this week on the campus has brought about a climate that concerns a lot of people. We need to stand up and say we are not going to accept this behavior any more. We are a great institution and we should not let something like this just absolutely decimate all that we say we are working for to create a positive environment for our students and for us as employees. I see the work that PC3H has done to try and change this climate. It is time for us to stand up and say we are not going to let Palomar College become this environment again that we have worked so hard to change. I ask each and every one of you to take that responsibility.

A. Strategic Plan Development Workshop #1

1. Vision

Michelle Barton reminded everyone that there was consensus on the Mission and Values statements. She suggested that SPC endorse the Mission and Values statements today.

MSC (Kovrig/Cuaron) to endorse the revised Mission and Values statements

Michael Large, Institutional Research Analyst, reviewed the Vision survey results. He explained how web surveys are conducted and stated that employees, ASG members, and 1,000 students chosen at random were sent surveys. The result was a statistical three-way tie. Michelle Barton reviewed the responses from the constituent groups. It was suggested that SPC vote on a Vision statement. The result was:

- 10 votes for Learning for Success
- 5 votes for Excellence in Education
- 1 vote for Empowering Lives Through Education

It was recommended that Learning for Success remain the Vision for the following reasons: it received the majority votes; there wasn't overwhelming support for Excellence in Education; and there was concern about the cost associated with changing the Vision statement.

MSC (Vernoy/Dowd) to accept Learning for Success as the Vision Statement (11 aye, 4 nay)

2. Internal Scan

Mr. Large gave a PowerPoint presentation on the Palomar College Internal Scan. There were questions and comments throughout by members. He discussed:

- I. Enrollment
 - a. Headcount
 - b. College Centers Fall Headcount
 - c. Student Residence by Planning Area
 - d. In-District Student Residence by Community
 - e. Student Residence by College District
 - f. Summary
- II. Student Characteristics
 - a. Demographics
 - i. Student Gender
 - ii. Ethnicity for Last Three Fall Terms
 - iii. Student Age

- iv. Summary
 - b. Attendance Characteristics and Placement
 - i. Day or Evening Status
 - ii. Full- or Part-time Status
 - iii. Credit Student Load
 - iv. Student Placement Level
 - v. Summary
 - III. Student Success
 - a. GPA and Success Rates
 - i. Student GPA by Day or Evening Status
 - ii. Student GPA by Full- or Part-time Status
 - iii. Student GPA by Age
 - iv. Success Rate by Term
 - v. Success Rate by Course Level
 - vi. Success Rate by SAM Code
 - vii. Summary
 - b. Persistence, Awards, and Transfer Rates
 - i. Persistence by Full- or Part-time status
 - ii. Awards
 - iii. Student Progress and Achievement Rate
 - iv. ARCC SPAR Transfers & Awards
 - v. Summary
 - c. Transfers
 - i. Student Transfers – 2007/08
 - ii. Continuation Rate & GPA of CSU Transfer Students
 - iii. Summary
 - IV. Student Satisfaction and Opinion
 - a. CSSEE
 - i. Student Service Importance
 - ii. Student Service Use
 - iii. Student Service Satisfaction
 - iv. Student Weekly Class Preparation Hours by Enrollment Status
 - v. Student Weekly Work Hours by Enrollment Status
 - vi. Paper Revision
 - vii. Benchmarks
 - viii. Summary
 - b. Vocational Education Student Survey
 - i. Impact of Study at Palomar on Completers
 - ii. Impact of Study at Palomar on Leavers
 - iii. Vocational Education Program Satisfaction
 - 1. Program Component Satisfaction
 - 2. Factors Affecting Overall Satisfaction
 - 3. Programs Met Student Needs
 - iv. Summary
 - V. Distribution of Instruction
 - a. Course Level and Vocation Status
 - i. Sections by Course Level
 - ii. Sections by Vocational Education Status
 - iii. Summary
 - b. Delivery Times, Days & Location
 - i. Sections by Class Start Times
 - ii. Sections by Meeting Days
 - iii. Sections by Location
 - iv. Summary

- VI. Staff Demographics
 - a. Employee Classification
 - b. Employee Age
 - c. Employee Gender
 - d. Employee Race and Ethnicity
 - e. Summary
- VII. Internal Scan Summary

3. **PRPs**

Each Vice President discussed their program reviews. They talked about their priorities, themes, budget, and staffing.

4. **External Scan**

Dick Borden, Institutional Research Analyst, gave a PowerPoint presentation on the Palomar College External Scan. There were questions and comments throughout by members. He discussed:

- I. Population Growth
 - a. District Population Growth 2009 to 2019 for Those 18 Years of Age or Older
 - b. Where Growth Came From
 - c. Summary
- II. 2008-09 WSCH By Population Group
 - a. 2009 District Adult Population Distribution
 - b. 2008-09 In-District, Adult, Credit and Non-credit WSCH
 - c. Population Participation Rates
 - i. District Adult Population in Thousands
 - ii. District Adult Population Distribution Within Age Group
 - iii. Fall 2008 In-District, Adult, Credit and Non-credit Participation Rate
 - d. 2008-09 In-District, Adult, Credit and Non-credit WSCH per FTEF
 - e. Summary of What We've Learned So Far
- III. Population Educational Attainment
 - a. Planning Area Educational Attainment 2000
 - b. San Diego County Educational Attainment 2009 & Ten Years from Now (2019)
 - c. Where Population Growth Will Come From
- IV. Summary of What We've Learned So Far
- V. Job Growth
 - a. County Job Growth 2009 to 2019
 - b. Viewing the Job Market as a Collection of "Occupations" Rather Than "Industries"
 - c. Occupations Grouped by Job Growth and Earnings
 - d. Occupations by Education Level Required
 - e. Segmentation Tool Summary
 - f. Highest Growth & Earnings Occupations Requiring a Community College Award
 - g. Highest Growth & Earnings Occupations Requiring On-The-Job Training
 - h. Highest Growth & Earnings Occupations Requiring a Bachelor's or Higher
 - i. New Curriculum/Program Opportunities
- VI. Conclusion

5. **Lunch and Accreditation**

Berta Cuaron reviewed the accreditation themes and the recommendations from the Accrediting Commission during the lunch break.

6. Master Plans

This item was postponed until the October 23 SPC Workshop.

7. Strengths, Opportunities, and Challenges

Michelle Barton led a discussion on strengths, opportunities, and threats/challenges. She wrote everyone's contributions on the whiteboard.

Strengths	Opportunities/Weaknesses	Threats/Challenges
Comprehensive Programs	Retention (o)	Budget
Competence of Faculty & Staff	Student Engagement (o)	Accreditation
Articulation to UCs and CSUs	Accreditation (all)	State and Federal Economy
Prepare Students, Especially CTE	Distractions (w)	People Leaving State
Focus on Students	Lack of Teamwork/Civic Communication (w)	Anti-intellectual Model
Commitment to Service	Change (resistant to) (w)	Transfer Constriction)
Originality & Creative	Communications (w)	
Transfers are Successful	Grant Writing/New Resource Opportunities (o)	
Dialogue Well	Student Transfer Constriction (w)	
Strengthen Community	Transfer Prepared (o)	
Data Rich (in context)	Define Ourselves Who We Want To Be (o)	
Facilities	Aging Population (w)	
Reputation	Program/Career Align	
Co-curricular Programs	Perception of Community Colleges	
Cultural Resource for Community	Technology (all)	
Program Satisfaction	Internet Courses (o)	
Breadth of Support Services	Staffing (o)	
Healthy Skepticism	Culture of Mediocrity (o)	
Diversity of Services and Students	Aging Population (w)	
Programs for Nursing & Computer Technology	Literacy (o)	
	Younger Student Population (at risk)(o)	
	Translation/Ongoing Cycle of Evaluation (w)	
	Value Students (o)	
	Vocational Education in High School (o)	
	Collaboration with 3 Systems of Higher Ed (o)	
	Student Support Services at Risk (o)	

Ms. Barton announced that local High School and University leaders have been invited to an Education Panel, scheduled during the last half of the September 20 SPC meeting.

The meeting was adjourned at 3:00 p.m.