



PRESIDENT'S STRATEGIC PLANNING TASK FORCE MINUTES

October 25, 2001

The Strategic Planning Task Force meeting was held on Thursday, October 25, 2001, at 2:05 p.m., in D-10. This meeting consisted of Administration, Faculty, and Classified staff members as well as students and Foundation members totaling 60.

External Scan

Gary Moss, San Diego Workforce Partnership

Mr. Moss presented information on San Diego Industry Cluster Studies that were conducted to support economic development, impact planning activities, meet employers' needs, meet providers' needs, and meet individuals' needs. He also discussed project outcomes, data elements, employment growth, employment outlook, wages in various industries, occupational growth, research methodology, additional studies, planning, and the regional technology alliance. Mr. Moss also presented a summary of employer skill requirements. **Exhibit A**

Michelle Bergquist, Small Business Development Center

Ms. Bergquist presented information and statistics regarding entrepreneurship and the fact that many people would like to start their own businesses. She gave suggestions that colleges might follow in order to help these persons.

Howard Collins, Geico Direct

Mr. Collins discussed his company's requirements for employees and suggestions as to what additional training they should receive before employment. He particularly mentioned character traits that employers would like to see in their employees.

Dan McSwain, North County Times

Mr. McSwain presented information on the cost of living in San Diego County and the income required to support a family at the subsistence level. He also discussed basic employer requirements and things he felt schools should impart to students to make them successful employees.

Planning Assumptions – Internal Scan

Dr. Amador distributed copies and the group discussed the planning assumptions gleaned from the internal scan presented at a previous meeting. **Exhibit B**

Planning Assumptions – External Scan

The group brainstormed planning assumptions from the external scan presented at this meeting and the previous meeting.

Draft Values and Mission

The group suggested revisions to the 10-11-01 draft of the values and mission, which will be considered by the writing team. **Exhibit C**

The meeting was adjourned at 4:15 p.m.

NEXT MEETING: NOVEMBER 8, 2001