



STRATEGIC PLANNING TASK FORCE AGENDA

MEETING TYPE:	x	Staff	Date:	02/28/02
		Product/Project	Starting Time:	2 p.m.
		Special	Ending Time:	4 p.m.
			Place:	D-10

CHAIR:	Sherrill Amador	MEMBERS:	See attached list of attendees
RECORDER:	Cheryl Ashour		

Order of Agenda Items	Desired Outcome	Resources Used	Time Allotted
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|---|------------------------|----------|--------|--------------|---------|--------------------|------------|-----------------|----------|--|----------|
| 1. January 14 Debrief
All | Discussion | | 10 min | | | | | | | | |
| 2. Logo Presentation
Dale Wallenius | Discussion/Decision | | 30 min | | | | | | | | |
| 3. Strategic Planning Governance
a. Structure – Strategic Planning Council
b. Transition
Governance Work Group | Discussion/Decision | Attached | 45 min | | | | | | | | |
| 4. Objectives Survey
a. Status Report
Writing Team
b. Survey Timeline | Information/Discussion | | 15 min | | | | | | | | |
| <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Announcement</td> <td style="width: 50%;">March 6</td> </tr> <tr> <td>Survey Distributed</td> <td>March 8-11</td> </tr> <tr> <td>Survey Due Date</td> <td>March 22</td> </tr> <tr> <td>Strategic Planning Council
Receives Results</td> <td>April 16</td> </tr> </table> | | | | Announcement | March 6 | Survey Distributed | March 8-11 | Survey Due Date | March 22 | Strategic Planning Council
Receives Results | April 16 |
| Announcement | March 6 | | | | | | | | | | |
| Survey Distributed | March 8-11 | | | | | | | | | | |
| Survey Due Date | March 22 | | | | | | | | | | |
| Strategic Planning Council
Receives Results | April 16 | | | | | | | | | | |
| 5. Next Steps | Discussion/Decision | | 10 min | | | | | | | | |



STRATEGIC PLANNING TASK FORCE MINUTES

February 28, 2002

The Strategic Planning Task Force meeting was held on Thursday, February 28, 2002, at 2:00 p.m., in D-10. This meeting consisted of Administration, Faculty, and Classified staff members as well as students and community members totaling 55.

January 14, 2002 Debrief

Dr. Amador gave a report on the success of January 14. Someone asked about faculty representation and was told that over 100 showed up; in fact, faculty was the largest group represented.

Logo Presentation

Dr. Amador stated that through creating the vision, mission and goals for Palomar College, we have had a chance to know what Palomar stands for and can decide on a logo. Once a logo is decided upon, Palomar College will have a standard look. People will be able to look at anything printed and know it is from Palomar College.

Dale Wallenius gave a presentation on the logo development. He stated that presently there is not one visual presentation that everyone uses on campus. Even the colors used are different. Marketing Communications, Creative Graphics and the Advancement office worked on designing a new logo together. A style and graphics manual is being developed so that everyone will know what is acceptable. He stated that a logo must be: pleasing; able to communicate the essence of the college; acceptable to a wide range of people, students, community, staff, and faculty; versatile, easy to use in print, electronic media, athletic teams; and, last 10, 20 or more years.

Dale Wallenius, Darla Wilson, Margery Adcock and Ken Dodson presented the task force with four options. The first option was the logo we now have, but with Learning for Success. This logo was created from a student contest in 1986. A problem with it is that the lines in the arc plug up and break apart and the type breaks apart when reduced. It represents the dome on campus. The question was asked if we want to associate a landmark with our logo, given the fact that landmarks may change.

The second option is a modern, pyramid look. It has a highly stylized approach. It stands alone and is easily read, even from a distance. It has strong presence in positive and negative shape. Large letter "P" part of logo (on left side) brings the mountain in. The logo will reproduce well. The pyramid shape symbolizes success. It has a modern design, pleasing to a large spectrum of age groups. There is nothing time sensitive in the logo.

In the third option, Palomar College is very bold. The comet in the logo has long symbolized Palomar College. The shooting comet draws the eye to the name of the college. It is solid but modern. It is the hardest to reproduce on a consistent basis in all media. The shading in the comet tail will lose definition. The circular motion implies completion. The style is appealing to a variety of ages. As the public is already familiar with Palomar associating with a comet, they may adjust easiest to this choice. The athletic teams will have a link to this and will develop a symbol in context with the logo.

The fourth option contains strong block lettering on the word Palomar. There is a comet coming out of the "o" in Palomar. The typeface is unique and easy to read. The comet connects to the college's history and ties it to its past. The comet is also associated with a star and the positive aspects of a star. Using Learning for Success in between Palomar and College shows the phrase to be the center of our thoughts. It is easy to reproduce in all media. The word Palomar stands out in this simplistic but modern style.

Members of the task force discussed each choice in detail, giving their opinions on the pros and cons of each option. Option 3 was chosen in the final vote with 40 votes versus 14 votes for option 4. The graphic artists will work with the problems and make revisions before the logo is finalized.

Strategic Planning Governance

All constituent groups were represented in deciding the structure of the Strategic Planning Governance. PAC and EMPC will no longer exist and a new group will be formed. PAC will receive the request to restructure and become part of Strategic Planning Council at its next meeting on March 5. At their March 19 meeting, they will vote on it and the SPC will have their first meeting in April, if it is approved in PAC.

The Strategic Planning Council will become the planning group of the College and the governance body of the College. Issues and new policy will be dealt with in this group before it goes to the Board. Planning will be done in smaller council planning groups: instruction, student services, administrative, human resources, and technology. These councils will bring their priorities to the Strategic Planning Council to develop the institutional priorities. The Council will operate using consensus; they will work as a team. Members of the Council group will have the responsibility to communicate and attend all meetings.

Objectives Survey

The writing team spent 40 hours bringing the survey items down to 302. There were items taken out of the survey: those that Palomar College is already doing; redundant items - saying the same thing but in different words; and items not in the venue of strategic planning. On March 6, the survey will be announced. On March 8-11 it will be sent out through the web and asked to be returned by March 22, the Friday before spring break. The Council will receive the results April 16. It was asked if an identifier could be put into the survey identifying if they are faculty, staff, etc. The identifier will be added, but this information will not be used to break down the survey items further. The student council will have the opportunity to fill out the survey; however, the general student population will not. Because the survey is web based, a person will have to log-in to vote, to be sure each survey is submitted only once. This log-in will not be tracked or reviewed.

Next Steps

Dr. Amador stated that the Strategic Planning Task Force has accomplished all the goals set for it. The large group has done all it can and now it is time for the smaller Council to continue from this point. The Task Force has done the very best work and far exceeded everyone's expectations. Each participant will be named as being part of the Strategic Planning Task Force in the strategic plan and become part of history. "You are asked to hold the Council accountable to what was decided in this Task Force," said Dr. Amador.

There was no objection to disbanding. Dr. Amador thanked everyone again on behalf of the institution and herself and indicated if anyone on the task force were interested in being on the Council, they should ask their representative leaders.

Meeting adjourned at 4:00 pm