

# COCC Strategic Planning Retreat Agenda

Monday, July 16, 2012

10:00am to 2:00pm

**COCC Chandler Building Conference Room**

**1027 NW Trenton Avenue**

*(see attached map)*

## **1. Welcome & Regroup** (15 minutes) 10:00am

- Review 5/18/12 Meeting Notes
- Retreat Overview

## **2. Phase 1 - Review – where we are/how we got here** (15 minutes) 10:15am

- SWOT Analysis
- Phase 1 Progress Report

## **3. Phase 2 – Review & Revise Mission, Vision, Core Themes/Goals** 10:30am

- Review analysis discussion (30 minutes)
- Drafting Mission Statement (45 minutes)

## **Break** *(pick up lunch)* (15 minutes) 11:45am

## **4. Phase 2 – continued** 12:00pm

- Drafting Vision Statement (30 minutes)
- Drafting Core Themes/Goals (60 minutes)

## **5. Next Steps** (10 minutes) 1:30pm

- August/Sept meeting?
- Fall retreat presentation (Sept 13, 2012)
- Board update – September 12, 2012
- Gather feedback on revisions (Sept/Oct)
- Board update – October 10, 2012
- Provide final recommendations to Board (October 26-27, 2012)

## **6. Long View** (20 minutes) 1:40pm

- Designing the final product/message/video, etc

# STRATEGIC PLANNING RETREAT MEETING

July 16, 2012  
10:00am - 2:00pm

Conference Room  
COCC Chandler Building

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## **NEXT STEPS:**

- Review Strategic Objectives
- Gather feedback on revisions to Mission, Vision Statements (Sept/Oct)
  - ✓ Assign SP committee members for presentations to college committees
- Update to Board of Directors - September 12, 2012
- Fall retreat presentation - September 13, 2012
- Update to Board of Directors – October 10, 2012
- Provide final recommendations to Board at Board Retreat – October 26-27, 2012

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## **OBJECTIVE:**

- Continue Phase 2: Review/Revise Mission, Vision, Values, Goals, Core Themes

### 1. Welcome and Regroup

- A. Meeting Notes – Matt informed the committee that the notes from the previous meeting were posted on the N:drive and asked for any comments – no comments were made.
- B. Retreat Overview – Matt outlined the purpose of the retreat and what the anticipated outcomes were. He also shared information from the meeting that the sub-committee had with President Middleton on June 26<sup>th</sup> to update him on the status of Phase 1 and Phase 2. Some highlights from that meeting:
  - President Middleton indicated there was a possibility to omit the Vision Statement
  - President Middleton would like the committee to “shop” the drafts with college committees and keep a parking lot of comments from those meetings
  - Matt reported to President Middleton that the status of Phase 1 and 2 would be presented to staff at the fall retreat.

### 2. Phase 1: Review – where we are/how we got here

- A. Chris Egertson reviewed the SWOT analysis that was created from the committee’s first meeting.
  - Noted that the SWOT analysis results ran parallel to survey comments
- B. Brynn reviewed the Phase 1 Progress Report that is now on the website and will be shared with the Governing Board at their next meeting.

### 3. Review and Revise Mission, Vision, Values, Core Themes/Goals

- A. Chris played a video produced by the Soderquist Center that outlined the components of a successful Mission and Vision Statement and tips on how to write one. Following are the suggested guidelines:

#### What is a Mission Statement

- A Mission statement states your purpose – what you stand for

#### What is a Vision Statement

- A Vision Statement lists your goals and aspirations for the next 3-5 years – where do we want to take the organization

#### How to write a Mission Statement

- It should be 20 words or less
- Define what is the organization's core competency (what you are best at)
- What is most important to the organization
- Make it inspiring

#### How to write a Vision Statement

- Where do you want your organization to be in the next 3-5 years
- What do you want to accomplish in the next 3-5 years
- It should be 20 words or less

Why is it important to keep the Mission and Vision Statement to only 20 words or less? It is important that people in your organization remember what you have created so they can live, execute and believe in what you do!

- B. Following Matt led a discussion, to review and revise the College's current Mission, Vision, Values and Core Themes/Goals. The following comments were received from the committee:

#### Mission Statement (what we stand for – our purpose – why we exist to provide)

- Exist to provide educational opportunities
- Serve students
- Quality
- Technology
- Success
- Training
- Open and accessible/affordable
- Regional/District
- Lifelong

### Vision Statement (what we aspire to and why it is important)

- Viability
- Better at what we do
- Students are more successful
- Evolve
- Be a medium-institution that survives and thrives
- Respond to change and catch up to the transformation
- Intentional/deliberate/strategic
- Proactive not reactive
- Evaluate
- Maintain and improve quality

### Core Themes

- Need to have core themes for Accreditation Report
- If we maintain current Core Themes/Goals we have an opportunity to modify Strategic Objectives
- If change are made to the Core Themes/Goals it will involve Changing Chapter 1 of Accreditation
- Existing Core Themes/Goals:
  - ✓ Basic Skills
  - ✓ Transfer and Articulation
  - ✓ Workforce Development
  - ✓ Lifelong Learning
- After discussion the committee unanimously agreed to keep the existing Core Themes/Goals in place and to look at modifying the Strategic Objectives (Initiatives) as follows:
  - ✓ Core Theme
    - Strategic Objective
      - Indicators
      - ❖ Measurement

## **Proposed Mission and Vision Statements**

SEE ATTACHMENT “A” for the committee’s proposed Mission and Vision Statements.

### 4. Long View:

A. Designing the final product/message/video, etc –

Chris Egertson presented a PowerPoint video that he created to use as a start for a video to highlight the committee’s Strategic Planning efforts.

### 5. Other Items

It was decided that there would not be a meeting in August and the group would next meet in September.

# **Mission**

What we stand for- our purpose – why we exist to provide.

- Exist to provide educational opportunities
- Serve students
- Quality
- Technology
- Success
- Training
- Open and accessible/affordable
- Regional/District
- Lifelong

Central Oregon Community College exists to promote student success by providing quality, accessible, lifelong educational opportunities.

Central Oregon Community College exists to provide students with quality, accessible, lifelong educational opportunities that transform lives and enrich communities.

To promote student success and enrich communities, Central Oregon Community College provides quality, accessible lifelong learning opportunities that transform lives.

# Vision

What we aspire to and why it is important.

- In 5 years:
- Viability
- Better at what we do
- Students are more successful
- Evaluate, evolve and improve quality
- Be a medium institution that survives and thrives
- Respond to changes and catch up to the transformation
- Intentional/Deliberate/Strategic
- Proactive not reactive

In the next 5 years, COCC will continue to improve institutional viability by strategically developing an innovative and comprehensive multi-campus community college.

In the next 5 years, COCC will continue to improve institutional viability by strategically advancing our innovative and comprehensive multi-campus community college.