

**Alvin Community College
Strategic Planning Steering Committee
Meeting Minutes**

Date of Meeting: March 6, 2015

Members: JoAn Anderson, John Bethscheider, Jeff Cernoch, Wendy Del Bello (Co-Chair), Stacy Ebert, Tammy Giffrow, James Langley, Sara Mangat (Co-Chair), John Matula, Jessica Murphy, Anna Oskerson, Dwight Rhodes

Guest: Christal Albrecht

Topic	Discussion	Action
Clarification and Overview	<ul style="list-style-type: none"> • President Albrecht confirmed that Nicki Harrington of Collaborative Brain Trust will be working with ACC and the Steering Committee to drive the college’s Strategic Planning development. The SPSC’s role is to support these activities in multiple ways, particularly through review and analysis of material provided by Patrick Sanger and the Department of Institutional Effectiveness and Research. • Timeline: The entire project is slated to be completed by the end of October 2015. Phase 1 (Discovery) should be finished by the end of May. Ms. Harrington will return to campus several times over the next few months to meet with the Steering Committee and other constituents: <ul style="list-style-type: none"> ○ March 23-25th:(March 23rd meeting with SPSC to lay out ground rules for committee along with our plan for Phase 1) ○ April 10th ○ May 1, 4, or 6 (Date t.b.d.) • Facilities Plan: Four firms have been selected as finalists and will be interviewed on Monday, 3/9/2015. • College Impact Study: The President will present the results of the College Impact Study to the board in March and to the community in subsequent events. • Gap Analysis: EMSI, the company that provided the Impact Study, is also developing a Gap Analysis Report to explore: <p style="margin-left: 20px;">“...how well ... [our] programs are (or aren’t) equipping workers with the specific workforce needs of the local economy. Analyzing both oversupplied and undersupplied fields, the report suggests where your institution should redirect its resources. It also indicates the high-demand occupations that regional institutions aren’t currently training for, which gives your institution a competitive edge.” [http://www.economicmodeling.com/impact-studies/gap-analysis/]</p> 	

	<ul style="list-style-type: none"> ○ The analysis will be available at the end of May and will explore implications for the college’s main campus as well as expansion towards 288. ● Advisory Committee input will be collected via survey (Survey Monkey) and also addressed by certain elements of the Facilities Plan. 	
Process Review	<ul style="list-style-type: none"> ● Phase I: Discovery (Environmental Scan; Data Review; Internal & External Stakeholder Input) ● Phase II: Strategic Plan Development (Breakthrough College Strategies; Institutional Objectives) ● Phase III: Operational Plan Development (Action Plans) 	
Strategic Goals and Discussion	<ul style="list-style-type: none"> ● The committee discussed the response reports from the Faculty/Staff and Community Advisory Brainstorming sessions in depth. Most of the information in the responses echoed the committee’s existing understanding of the priorities. ● The committee identified the following goals to be explored further and considered for inclusion in the Strategic Plan. <ul style="list-style-type: none"> ○ ACC Identity <ul style="list-style-type: none"> a. New Name: no geographic reference; ideally keep first initial ‘A’ for online searches; eliminate ‘community’. b. Need to carefully strategize how to overcome resistance to change from alumni and local community. c. Important to engage the community and build ACC’s reputation. (This point was supported by examples of students who took dual credit through ACC but went to San Jac upon graduation due to location and facilities--see West Side/Increase Enrollment.) ○ Industry Partnerships <ul style="list-style-type: none"> a. Naming rights for new buildings ○ Student Success <ul style="list-style-type: none"> a. Online programs: How do we engage online students to increase success? b. Peer tutoring (e.g., paid peer tutors based in Stephen F. Austin University library.) c. Improve college readiness. (e.g., ACC partnering with ISD to create a high school elective on college prep. Students would fill out paperwork and take TSI in the class. ACC used to run a successful, grant-funded summer BRIDGE program; Expansion of OPTIONS program that targets at 	

	<p>risk/1st generation seniors through outreach activities--“Save Our Seniors.”)</p> <ul style="list-style-type: none"> ○ West Side/Increase Enrollment <ul style="list-style-type: none"> a. Service West Side: The committee discussed highlighting a West Side facility as a goal in itself. A new campus must meet extensive SACS requirements. b. Galveston/Angleton CTE programs come to ACC through Articulation marketing. ● Additional pertinent observations included: <ul style="list-style-type: none"> ○ Gap Analysis should include exploration of Continuing Education programs of interest to community, as well as academic and technical programs. ○ Programs identified in GAP Analysis should be evaluated to select programs that ‘maximize critical mass’ and entail a careful cost/benefit analysis. Many in-demand programs (e.g., health sciences) entail high equipment costs. ○ The Community Advisory Committee consists of a high proportion of AISD staff. Comments that stressed ACC/AISD partnerships should be viewed in that light. ○ Due to House Bill 5, the school districts are focused on creating endorsement paths, not necessarily on ensuring that the students will have skills/be able to use those credits to go to work. Parents may not be aware of the distinctions between the high school and college/industry programs. ○ The city of Alvin has completed their 2035 Comprehensive Master Plan. If not already considered, it should be included in the discovery process. ○ Many of the on-campus students are not coming from the West Side, rather they are from Friendswood and Clear Lake. Has the college analyzed student demographics based on zip code? How many students from the West Side are enrolled? 	
Next Steps	<p>Bring ideas to the following meeting:</p> <p>What methods can we use to keep our constituents informed about the Strategic Planning process and continue to solicit input from them as we move along over the next few months?</p>	

Next meeting: March 23rd, 3-5 p.m.