

Strategic Planning Meeting Synopsis

Our observation of the Strategic Planning meeting includes three parts. First, our perception of the meeting objectives, second, our observation of how the meeting was carried out and third, the objective outcomes and how they were met.

Meeting Objectives:

The main meeting objectives were to extract what the Helena College Faculty and Staff knew about the strategic plan. Two secondary objectives included having employees write down a key take-away in their strategic planning booklet and to come up with ideas to better align the strategic plan in their individual departments.

Meeting Observation:

Our observation of how the meeting was conducted essentially involves successful planning and opportunities for improvement. The planning that contributed to successful objective outcomes were mixing the groups to include different faculty and staff, splitting three large groups into smaller tables and having these smaller table groups collaborate on ideas for each strategic plan goal. The opportunities for improvement include eliminating the larger group collaboration leading to less obtrusive interaction and more focus on the main objective by keeping the discussions to each table.

- **Successful Planning:**

Mixing the groups offered an opportunity for different faculty and staff to represent their departments and bring new and creative ideas on how the strategic plan works in their area. They were also able to contribute a different perspective from their departments to define whether they were contributing as a supporting role or a main role in reaching the goals of the strategic plan. Splitting the larger campus body into three large groups and then into smaller tables enabled the groups to operate and ask questions in a manageable fashion. Remixing the smaller groups for each goal created a different mindset within each group for each goal that was assessed.

A strategic planning booklet was also distributed to all Helena College Staff and Faculty members to use at their discretion for future reference and to use as an informational aid. Participants were to write down ideas, thoughts and notes regarding each goal in the strategic plan booklet and how the strategic plan pertained to their individual departments. Most participants used the booklet during the session as they talked over each goal. Even though the ideas for each goal were a group outcome, the booklets were used write ideas specific only to each individual participant and their departments.

To configure ideas of how participants could better align their departments with the strategic planning goals, each table came up with a collaborative idea for each goal and contributed that idea to the larger group. The larger group then picked an idea or summarized existing ideas to represent what they felt best aligned to each strategic plan goal.

- **Opportunities for Improvement:**

To have achieved better results and a focus to the main objective, we believe we could have kept the ideas for each goal limited to each table rather than consolidating ideas as a larger group. This would have also lead to a better outcome for the logistics of the meeting. By allowing each table to come up with an idea and forgoing the collaborative process, we may have cut down on some of the noise, possibly liberated more time for participants to write in their own strategic planning booklets. This would have captivated more attention from participants to reach the objectives rather than fatigue from the “rush” of the collaborative process. By allowing each table to have more time, we believe we could have extracted clearer objectives, utilized the space more efficiently and utilized the time more appropriately.

Outcome:

The outcome of the strategic planning meeting essentially met each objective. However, rather than concentrating on the main objective to find what Helena College Faculty and Staff knew about the strategic plan, the outcome ended with more of a focus on contributions that could be made to better align practices to the strategic plan. We do, however, strongly believe that the information we received still resulted in great data. By considering the ideas for each goal of the comments and suggestions participants came up with, the information received can still be utilized as a tool to extract what participants did know about the strategic plan.

Strategic Planning Meeting
December 16, 2014
Synopsis of Goal Ideas

Strategic Goal #1
Partner for Student Success

- Degree audit program – Students can do own audits
- Better communication between entities and departments to increase school-wide awareness of resources and processes
- Student Mentors (college sponsored, credit? work study?)
- Know students names and greet them by name
- Expand new/interested student resources options including (community, financial, life, housing) Make links available on website
- Project based learning
- Provide debt counseling
- Connect students with employers to experience a “real” work day
- Academic clubs
- Childcare on campus
- Develop different assessment techniques to meet student diversity
- Give students a “graduation” at orientation to help them visualize the goal
- More one-on-one with students and faculty
- Classes to help student learn how to juggle work, home, kids, school, etc. to enable them to be more successful
- Advisory boards
- Mentor students with work studies in providing new skills and teaching good work ethics and importance of teamwork.
- Promote the importance of ongoing training to improve knowledge and skill level
- Better communication between entities within the college.
- Additional orientation a couple of weeks after classes have started to check in , make sure that students are on track, in appropriate classes, understand consequences of actions (missed assignments, attendance, etc.)
- Additional testing facilities
- A resource manual that departments can look at to answer questions
- Detailed institutional calendar
- Give students a clear path of courses needed to obtain a degree through more effective student advising
- Include the faculty in the placement and advising process. Allow faculty to advise students so that students can make the best, most informed choices about classes and career goals.
- Better communication between departments for greater student success
- Actively participate in Starfish
- Advising to help match students and their interests with classes and degree to best suit those interests.

Strategic Goal #2

Integrate Planning and Assessment

- Access to professional development programs
 - Data collection across departments that is accessible campus wide
 - Greater community partnership
 - Enrollment management
 - Be in touch with your OWN Data
 - Increase utilization on evidence based decisions
 - Suggestion box at each campus for students and employees
 - Student follow-up after graduation. Collect data concerning employment, etc.
 - Greater standard for compass testing. Who oversees?
 - Effective tutoring. Posting reports and data to share point. Information regarding which subjects most students require tutoring, etc.
 - Build in time to review processes for maximum utilization
 - Each class should spot check for student improvement throughout the semester
 - Get advisee assignments early
 - Pre-test, re-test and post-test using the same evaluation tool to qualify learning outcomes
 - Collect data on grades and analyze how they have changed over the last few years and attendance in classes vs online classes
 - Advisory committee. Round table with students, recent grads and employers
 - Work with the community to make programs relevant to what the community needs
 - Keep track of placement to use as an assessment tool
 - Each program needs to identify, collect, and report data for assessment as scheduled
 - Make sure that each department has access to resources to effectively complete their jobs
 - Standardize pre-test and post-tests
 - Develop meaningful/realistic assessment for each program
 - Tie assessments and testing to the program-level objectives
 - Use input from advisory committee – appropriate follow through
 - Assess – Report – Analysis
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Strategic Goal #3
Attain Excellence

- Maintain excellence by learning how to have a personal/professional connection with one another – Faculty/Staff/Students
- Expand evaluation practices, 360 evaluations, use results to shape professional development/training
- Increase Professional development awareness/streamline the process
- Bring professional development to our campus (specific for faculty and staff)
- Leadership defines excellence, allowing the standard to be measured
- Employee evaluation is best accomplished when they have been properly trained with clear objectives
- We must define excellence in order to attain it!
- Easy, accessible, campus-wide evaluation system included in course evaluation or other evaluation of other school services.
- Attain excellence by keeping excellent employees
- Better use of institutional programs (starfish)
- Institutional program education
- Increase budget
- The employee evaluation process – To be more inclusive/effective, revise the evaluation tools with employees' input to obtain meaningful data
- Overhaul evaluation process, faculty responsibility, discipline currency
- Allocate resources
- Mentoring system, especially in the trades
- Short course in how to teach. (may know the discipline, but not how to teach it)
- Focus on employee retention with programs and incentives (Why do people leave? How can we affect change?)

Strategic Goal #4

Support the Community

- Consistent community events
- College pride, we are not a 2nd choice!
- A healthy internal community fosters a healthy external community relationship
- Interdepartmental and community networking
- Solicit employee feedback, track alumni activity, and use data to share instruction/policies
- Encourage internships
- DOL and CT faculty working together on complete offerings
- Graduate surveys/ feedback from employers
- Develop service learning requirements and relationships within the community to promote mutually beneficial opportunities for experience and employment upon graduation
- Support businesses that are supporting Helena College – Post logos for businesses that work with HC on website as community partners
- Continue to support the services we have such as dual enrollment and access
- Boot camp to boost skills over the summer
- Nursing advisory meetings with employers
- Recruit local business leaders and professionals to serve on advisory committees/boards or serve as mentors
- Educate the community as to the services and opportunities available at the college
- Keep the institution name the same for more than three years
- Institutional awareness of community activities and opportunities
- Develop advisory councils that encompass constituents and employers who can inform what we do.
- Seek formal feedback from employers
- Round tables including students, alumni, advisory committee, regional professionals in various industries
- Get the word out about what we have to offer
- Better P.R./program info sheets to high schools and businesses statewide
- Develop service learning requirements and relationships within the community to promote mutually beneficial opportunities for experience and employment upon graduation, with recognition on a community partner webpage

Strategic Goal #5

Advance the Institution

- Increase the number of sections or have flexibility of additional sections to match enrollment/ evening and weekend classes
- Better use of physical space and existing resources and facilities – classes in lecture hall, video conferencing to both campuses
- Community “suggestion box” posted to website
- Communication and networking opportunities within the college
- Engage Alumni
- Articulate benefits, or create them
- Classroom tours, encourage more people to come into the college
- Personalized communication to the local high school students on things that we have to offer. 3T’s – Trades, Transfer, Technology
- Focus on strengthening current academic programs. “When you are low on peanut butter, there is no need to buy extra bread.”
- Encourage more community involvement both internally and externally (teambuilding, staff/faculty involvement in community service)
- Promote the image of the institution by networking and advertising within the community and encourage an “brand” among employees and students
- College Fair – Invite the community and high schools to see what we are doing. “College Days”
- Better communication and salaries for employees – Retention!
- Stop internal turnover and inconsistent leadership, policies, and procedures
- Stop boasting about being “efficient”. You have to spend money to put out a quality product
- Get more people on campus. Open houses, promote dual credit. Host business trainings
- Service projects that ALL students, faculty and staff participate in to benefit the greater Helena area (One day of service per semester in local charity programs)
- Increase interdepartmental communications and strengthen positive awareness in our community

Strategic Goal #6
Develop Resources

- Utilize multiple forms of communication other than email blasts (internal Facebook page, plasma board and electronic message board on both campuses)
- Promote HC programs in the community
- Inform us! What can we do to help? Positive feedback
- Promote healthy internal community
- Hire a grant writer
- Participate in and support community groups and non-profit organizations. Provide meeting places
- Support a foundation to assist expanding resources to students by alumni, faculty, staff, and employers
- Alumni community support, foundation work on improved alumni support
- Continue to expand alumni foundation
- Secure endowments and grants
- Embrace performance-based funding as a way to improve fiscal prospects
- Partnerships/internships, round tables, advisory committees
- If we do more of Goal 5, we will flow into this goal
- Raise tuition
- Departmental support for increasing alumni and campus awareness of Helena College Foundation

Three ideas selected from groups for each goal

Goal #1

- Effective Advertising – overhaul placement process
- Degree Audit Program *Degree Works
- Better communication between entities and departments in order to increase school-wide awareness of resources

Goal #2

- Enrollment management – Student success after graduation
- Increase chain of information – Each program identifies, collects reports and assessments per schedule
- Data collection across departments that is accessible campus-wide

Goal #3

- Outreach to local organizations, promote the 3T's (Trade, Transfer, Technology)
- Increase Salaries – Retain qualified employees
- Strengthen positive awareness in the community

Goal #4

- Hire a grant writer
- Secure endowments, raise tuition
- Departmental support for increasing alumni and campus awareness of the HC foundation

Goal #5

- Define excellence – training with clear objectives
- Mentoring and training teachers – Overhaul evaluations
- Access to professional development and institutional training

Goal #6

- Healthy internal community and pride
- Community events to develop external community pride
- Survey, roundtables, PR

Selected goals bases on presented ideas

Goal #1

Effective Advising, Degree audit, better communication, enhanced resources

Goal #2

Close the loop of communication.

Goal #3

Data collection available campus wide

Goal #4

Define excellence. Consistent standard among groups

Goal #5

Develop service learning and build relationships within the community, surveys, round tables, public relations, alumni, employers, etc.

Goal #6

Outreach to local organizations. Promote the 3T's (Trade, Tech, Transfer)