

Phoenix College Strategic Planning Team Charter



Vision

Phoenix College will be an exemplary educational institution, caring, innovative, and creative. It will be responsive to its diverse community, offering supportive environments for student success, promoting lifelong learning.

Mission

Phoenix College is a comprehensive community college responsive to the changing needs of the community and individuals pursuing academic, occupational, developmental, and personal enrichment goals.

Team Name: Service Excellence – PC Magic

Strategic Initiative: Facilitating Vital Change

Strategic Action: Communication: Develop and implement a college and community communication process that is adaptable, clear, and elicits new ideas

HLC Criterion: Criterion #1 Mission and Integrity and #5 Engagement and Service

The process begins August, 2003 and ends with completion of project scope

Team Charge

To craft, design and mobilize the Service Excellence initiative for the Phoenix College Community

Project Scope/needs:

Design, implement and evaluate a service program at Phoenix College

BHAG (Big, Hairy, Audacious, Goal) to be the place other educational institutions come to when they want to examine a service culture/model

Expected Outcomes:

1. Establish campus supported service principles and behaviors to support those principles
2. In conjunction with Staff Development, design a "Traditions" program to help employees learn the principles and culture of the college
3. Support and maintain service culture on campus, thereby energizing the process, staying true to the mission and vision of the college
4. Establish dynamic and on-going time line to develop, communicate and maintain a service culture
5. Develop and implement a Service Recovery model

Measures of Success (Data):

1. List of service principles
2. List of behavioral guidelines
3. Implementation guidelines
4. Development and deployment of the "Traditions" program
5. Measurement of employee and student satisfaction

Resources: (People/Financial):

1. Assistance and partnership with Staff Development
2. Partner with the PC Creative Team
3. Partner with all employee groups
4. Partner with Institutional Advancement
5. Financial and staffing resources necessary to build the Traditions program
6. Creation/approval and staffing of a permanent coordinator/director(part-time?)
7. Partner with Facilities Team to help create "place magic"

Team Leader: Cheryl Axtell
Team Membership/Signatures

Team Facilitator: Dorothy Sisneros

Jesse Garcia

Jesse Mireles

Doris Sleeper

Mike Poplin

Ronnie Elliott

Richard Saling

Kelly Loucy

Maria Fidazzo

Liz Ligon

Rick Steinhour

Elena Hernandez

Tresa Miller

Kendra Charts

Raymond Lira

Debbie Ermoian

Renee Perry

Cecilia Quiroz-Vasquez

Carrole Wolin

Morris Johnson *Creative Team Resource

Fred Amador

Mike Murphy

Jody Brabec *
Web Development Resource

Nicola Perry

Commitment Signatures

Corina Gardea, President

Date

Marian Tadano, Dean of Instruction

Date

Morris Johnson, Dean of Students

Date

Jim Moore, Dean of Admin Services

Date