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”
Commitment Signatures

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Corina Gardea, President

Marian Tadano, Dean of Instruction

Morris Johnson, Dean of Students

Jim Moore, Dean of Admin Services

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Date

Date

Date

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