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Introduction and Overview

The President, Imagining and Planning Our Future Steering Team and Planning Council recognized the need to develop and implement strategic initiatives following formal strategic planning sessions held over a 4-month period. The planning sessions were integral in the development of a detailed plan that was created through efforts of the Planning Council.

The development of strategic priorities and action plans will maximize the efficiency and effectiveness of Phoenix College over the next 4 years. Guidance for the activities of College personnel will come from the Strategic Initiatives identified at the sessions.

This report outlines the steps followed at the planning sessions. Strategic Initiative Team Leaders will meet with each team to complete Action Plans for each Strategic Initiative. The President and Facilitator will meet with the Strategic Initiative Team Leaders to finalize action plans. Implementation is set to begin during the Spring of 2003. The completed report will be presented to the Governing Board for final review.

The following individuals participated in the session:

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<thead>
<tr>
<th>Denise Emmons</th>
<th>Michael Weathersbee</th>
<th>Greg Klinias</th>
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<tr>
<td>Katie Plunkett</td>
<td>Sonia Medina</td>
<td>Daniel Schmitz</td>
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<td>Marcus Faubion</td>
<td>Nicole Lambert</td>
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<td>Kim Eastin</td>
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<td>Adrian Bravo</td>
<td>Frank Juarez</td>
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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’s 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.
Strategic Planning Process

Dorothy Sisneros facilitated the August 24, 2002 Strategic Planning session.

1. Session Overview

♦ The participants engaged in a Strategic Planning process that included:

   1. A values assessment;
   2. Review of the vision and mission statements;
   3. An extensive SWOT analysis;
   4. Identification of Strategic Initiatives through a visioning exercise.

♦ The Imagining and Planning Our Future Planning Council will complete the process in October by:

   1. Identification of constraints and challenges;
   2. Identification of strategic directions;
   3. Selection of Strategic Initiative Teams;
   4. Development of goal statements for each Strategic Initiative;
   5. Development of Action Plans to accomplish each Strategic Initiative.
2. **Values Assessment**

- Campus is well kept
- Ability to help out students with funds
- Like size of campus (not very large)
- Training room
- Type of people- culturally diverse and nice people
- Focus on academics first and sports second
- Campus layout all buildings are visible and accessible
- Counselors interacting with students (advising)
- Many organizations
- Preparation to transfer to a university
- Easy to get started as a freshman
- Groups, clubs
- Ability to interact with others
- Quiet places for class study
- Different opportunities for your degree
- Every student should have a parking space at PC
- Professors are caring and dedicated
- President’s involvement in all areas
- Getting help with preparation for a university
- Great teachers
- Credits that are transferable
- Athletic department focuses on academics
- Small class size per instructor
- Teachers need to cooperate with extracurricular activities
- Reasonable prices- able to have lunch on campus
- Good instructors
- Counseling available to all students
- Facilities to research your career
- Student activities allows students to interact with one another
- Academics helpful and friendly faculty- level of education
- Campus is large and easy to find classes
- Relaxing environment
- Sports programs
- Offer a wide variety of classes
- Doesn’t segregate like a university
- Campus activities for student involvement
- The teaching is understandable for all students
- Value of education left with graduates
- Different activities on campus where students can interact with each other
- Campus is relaxing to be at
- Teachers who understand and support students
- Classes offered for your major
- Good variety of students- social people

3. **SWOT Analysis**
**Strengths**
Promotion of lifelong goals, involving students in decisions- changes to school, preparing its students for their futures, providing comfortable environment to students allowing them to want to come back, helpful advisors, preparing people for everyday life, able to help people with special needs, great location, many affordable classes, well educated faculty, fitness center- good for all ages, separate weight-room for just athletes, coaches that work with individual athletes, devoted staff, teaching is great, academic success, different classes offered, extra help offered, helpful teachers, large campus, many groups to join, up to date technology, classrooms, buildings, smart and caring instructors that want to help, good history in the sports program.

**Weaknesses**
Lack of enforced security, smoking restrictions are not enforced near entrances to buildings, parking lot safety, outdated athletic facilities, not enough student parking, lack of parking, teachers who don’t cooperate with extracurricular activities, student parking, extracurricular activities not emphasized, attitude of workers in admissions building, the prices in cafeteria are too high, classes fill fast, no community groups (adopt a street, march of dimes), some instructors think differently towards athletes because of the amount of class that is missed, not that many classes available, lack of parking, hospitality on the PC parking.

**Opportunities**
Transferable credits, many scholarships available, continue to help with 4 year university transfers, better security system, transfer to a university, wide range of classes, more campus publicity (commercials), offer many scholarships, broaden the size of the career research lab, a yearbook for students, develop alumni for fundraising, can help with major, changing/improving security systems, a campus newspaper.

**Threats**
Area’s property value is going down, security for student’s cars and items in lockers, people leave because there is no parking, class size developing too quickly for the actual size of school, too many cars getting broken into, too many people and not enough parking spots, older buildings, turning the soccer practice field into parking spaces, parking lot security, suspicious acting from wondering people in parking lot or on campus, not enough classes, classes fill too quickly, more students/less faculty, security cameras in parking lot.

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**Imagining Our Future**
4. Visioning Question

Four years from today, you are being interviewed by a reporter from the newspaper about the success of Phoenix College? What will you say contributed to our success? What experiences, words and themes will you share with the reporter? What are you quoted as saying?

5. Strategic Initiatives

- **Increased student involvement and participation on campus**
  1. Student involvement with goals and opportunities
  2. Extracurricular activities and student groups formed- building a great active student body
  3. Fundraisers helped students with financial school needs

- **Student Success**
  1. 90% of all students from PC graduate with degrees
  2. PC accumulates the highest GPA’s in the nation

- **State of the art technology in classrooms**
  1. State-of-the-art classrooms and equipment
  2. Technology was extremely advanced

- **Dynasty and legacy of sports**
  1. Sports program becomes a dynasty
  2. New sports facilities
  3. Athletic success helped the school gain recognition
  4. Athletics at PC are Nationally ranked in academics

- **Student-Teacher interaction**
  1. Took into account that they have weaknesses
  2. Looked at all angles of improvement
  3. Teachers care about and get to know students
  4. Reach out to students and their concerns

- **Improvement of parking and security**
  1. Security cameras that work and you can leave your car unlocked
  2. Improved parking
  3. Increased parking with parking garage on campus (multi level)
  4. Parking garage was built- security cameras were added

- **Expansion of campus to accommodate growth of population**
1. Wider range of classes were added
2. Dorms
3. 4-year university for athletics and academics
4. Expansion of classrooms caused a higher enrollment
5. Enlarged campus
6. Expanded campus to allow for more classrooms
7. More classes available

• Things that are not going to happen
  1. Restaurant-fine wine, great steak, high class service
  2. Gold plated yearbooks
  3. Rep. Transferred from "ghetto" to a higher class