

Institutional Strategic Planning Council
November 1, 2017
ST 107 (1:00-3:00pm)
Minutes

Members Present: Kris Anderson (Faculty Accreditation co-chair), Greg Aycock, Melissa Bader (Faculty Chair), Ceila Brockenbrough, Peggy Campo, Chris Castillo (ASNC Rep.), Leona Crawford, Mark DeAsis, Monica Esparza, Monica Green, Daniel Landin, Ruth Leal (Staff Chair), Mark Lewis, Barbara Moore, Chris Poole, Bryan Reece (Admin Chair), Jim Reeves, Mitzi Sloniger, Jim Thomas

Guests Present: Tenisha James, Gustavo Ocegüera

Call to Order: 1:05pm

Approval of Minutes:

Approval of Minutes for October 18, 2017

MSC (Thomas/Lewis) Corrections: None.

Approved: 1 abstention

I. Action Item:

- A. Strategic Plan Timeline (ISPC Co-Chairs)
MSC: (Campo/Castillo)
Committee reviewed proposed language for an email that will be sent out to the college community.

Questions/Comments:

- The committee discussed the need for an update to the [Educational Master Plan](#).
 - There have been several changes (demographics, administration, and accreditation status) since the implementation of the EMP in 2008.
 - Discussed updating EMP concurrently with the Strategic Plan, will continue the discussion at the subcommittee.
- Is there flexibility with the timeline? - Yes

Approved.

- B. Prioritization Process Proposal (handout) (ISPC Co-Chairs)
MSC (Lewis/Castillo)

May 3, 2017 ISPC approved the [Joint Resource Allocation Prioritization Process](#). The current proposal for discussion and approval is an extension of this process to integrate staff and equipment lists and create criteria for ranking of the top five staffing and equipment items from each Council's list. During the ranking process, ISPC will not reorder items from their respective lists. Rubrics from BFPC and SSPC were provided; Melissa will share APC guiding principles for ranking.

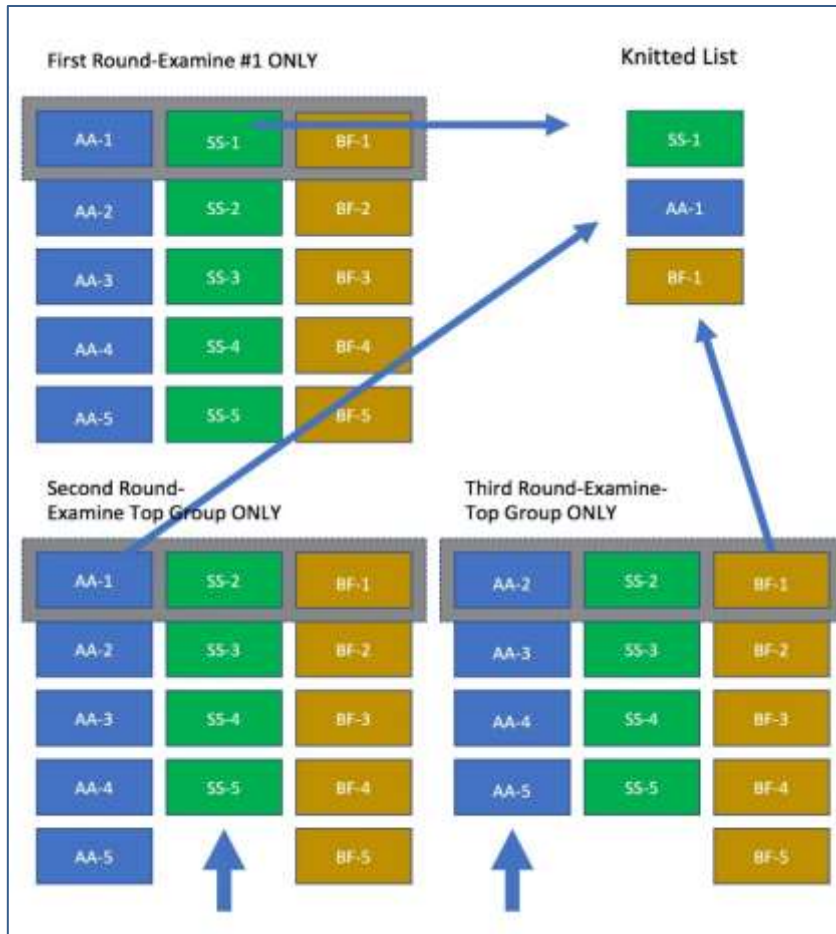
Discussion:

APC Guiding Principles

Guiding Principles - Adopted on 09/0916

- i. Increase in student Achievement & Success
 - Consider the number of students (proportion of student body) impacted by new hire.
- ii. Improvement of Quality of Student Experience
 - Consider disciplines where growth/faculty leadership (in enrollment & program development) is needed.
 - Consider number of degrees and certificates that the position would impact
- iii. Current Staffing
 - Give consideration to disciplines with zero faculty
 - Consider the proportion sections taught by full time versus part time faculty
- iv. Strength of Rationale
 - Consider NAC/PR scores to that can link assessment to resource

Pez Dispenser Model of Evaluation



- Committee discussed the pros and cons of using the seven goals as a guide to ranking requests:
 - Goal 1: Increase Student Achievement and Success
 - Goal 2: Improve the Quality of Student Life

- Goal 3: Increase student access
- Goal 4: Create Effective Community Partnerships
- Goal 5: Strengthen Student Learning
- Goal 6: Demonstrate Effective Planning Processes
- Goal 7: Strengthen our Commitment to our Employees
- After a robust discussion, the committee determined the criteria for ranking will be the seven goals, no points will be associated with the ranking, committee members will order the lists individually and discuss the findings at the ranking meeting and vote on a final list.
- Rankings will be submitted prior to the Nov. 29th meeting and presented based on the average scores. Ranking Review Meeting will be Nov. 29th 1-3:00pm. Details instructions and ranking materials will be provided to the committee via email ahead of the ranking meeting. Votes will be determined by majority.
- ISPC will review and assess the ranking process annually.

Approved.

II. Committee Reports:

None.

III. Information Items:

A. SSSP/SE/BSI Integrated Plans (1st Read) (Gustavo Ocegüera/James)
 Drs. James and Ocegüera presented to the committee the background, requirements planning process, goals, and activities of the SSSP/SE/BSI Integrated Plans noting changes to goal 2 and 5 to capture equity language. The plans will be coming as an action item to college committees and will be jointed presented with RCC and MVC to the Board of Trustees at their January meeting.

Questions/Comments:

- How will the goals in this plan fit with the goals of our revised strategic plan? We need to be mindful of this moving forward.
- Reading is not included under Basic Skills, can it be included? State requires English and Math however Reading can be included as an activity along with learning communities. We need to keep these on the radar.
- Committee discussed the need for equity language in the plan citing an earlier discussion in Academic Senate. The State asks us to look at success specifically in terms of equity. There are different ways of looking at the data for specific student groups, with a narrow definition of what success is for the student groups. Many activities are for all students, but there are additional supports directed to those disproportionately affected students.
- Activities will be added and the plan updated as laws, methodology, and requirements change.
- Recommended starting with the summary and working from there, focus the activities to better encompass the changes.

B. Style Guide

(Ruth Leal)

Ruth introduced a working version of the Norco College style guide by talking about the college's need for better branding to help strengthen our identity. By taking ownership of our branding, and having clear understanding of the criteria and guidelines for branding, it will be easier for our students to identify as Norco College students. These changes can be used for promotional items, fliers, ads, and representation in the community. One of the goals of the Marketing group is to offer more options for logos, adding an NC logo. The students are purchasing a mascot, we are reviewing current logos, discussing co-branding, and taglines. The style guide will include suggested fonts, flier and power point templates, etc. Quinton Bemiller and Brady Kerr worked on the color palette, incorporating our current colors with slight changes and extracting other colors from the main which complement each other. The style guide will be presented once complete.

C. DBAC/DEMC/DSPS Update

(Melissa Bader)

- DEMC group working on revising mission, working with DBAC to move away from 54/23/23 split, and revising DEMC Guidelines. One-year planning, and moving up A&R moving up the dates (which dates).
- DSPS is working on SWOT analysis, mission vision and goals, tech integration; group will report back upon completion estimated in spring 2018. Discussion on Board Committee meetings as proposed by the Chancellor.

D. December Retreat

(ISPC Co-Chairs)

- Proposing a retreat Friday, 12/8 9:00am – 2:00pm at Dr. Reece's house.

IV. Good of the order

- Poetry Performance – November 2 @ 12:50-1:50pm – Library
- Vets benefit concert 11/9 – Chris selling tickets \$5 admission or \$20 admission and concert t-shirt.

Meeting adjourned: 3:05pm

Next meeting: November 15, 2017

Minutes submitted by Denise Terrazas

**Basic Skills Initiative (BSI)
Student Equity (SE)
Student Success and Support Program
(SSSP)
2017-2019 Integrated Plan**

**Dr. Gustavo Ocegüera, Dean, Grants & Student Equity Initiatives
Dr. Tenisha James, Interim Dean, Student Services**

Background

- Initiative-fatigue
- Overlap between and among similar programs
- Spending guidelines
- Single, integrated plan for each college
- Simplified template
- First iteration of larger integration effort by CCCCO

Plan Requirements

- Single, Integrated BSI/SE/SSSP Plan for 2017-2019
- Integrated Budget Plan for 2017-2018 allocation
- Goals and activities must align with strategic goals and existing efforts
- Developed in consultation with campus community
- Approved by Academic Senate, Administration, and Board of Trustees

Planning Process

- Goals
 - Developed by BSI/SE/SSSP Work Groups in Spring 2017
- Activities
 - Developed at BSI/SE/SSSP Retreat on June 2, 2017
- Changes/Revisions
 - Summer & Fall, 2017

Goals and Activities

- Minimum of five goals
- Cross over at least two programs
- Completed/achieved by June 30, 2019
- Outcome based, using system-wide outcomes metrics
- Reflect integration of matriculation, instruction, and student support

Integrated Plan Goals

- 1: Increase the percentage of students who complete the onboarding process (application to census)
- 2: Increase the percentage of students who complete their first year of college and persist to second year
- 3: Increase the percentage of students who successfully complete basic skills math and transition to college level math
- 4: Increase the percentage of students who successfully complete basic skills English and transition to college level English
- 5: Improve success rates in certificate attainment, degree attainment, and transfer

Required Documents

- Total of 11, short-answer questions
- Questions 1-2 (past accomplishments)
- Questions 3-11 (future plans)
- Question 9- (Integrated budget, 2017-18 allocations)
- Question 10- Executive Summary
- Due date: December 15, 2017

Timeline

- October 16-Academic Senate (1st read)
- October 23-BSI/SE/SSSP Work Group (Action Item)
- October 24-ASNC (Information Item)
- November 1-ISPC (1st read)
- November 6-Academic Senate (Action item)
- November 15-ISPC (Action Item)
- December 5-BOT Presentation: Teaching & Learning Committee
- December 7-COTW (Action item)
- December 12-BOT (Action Item)
- December 15-Submission Deadline

Thank you

Questions?



NORCO COLLEGE STYLE GUIDE

NORCO COLLEGE MARKETING GROUP



OBJECTIVES

- Closing the loop – branding discussion began in ISPC March 2015
- Norco College will own and drive the brand identity for our college
- Provide clear guidelines and criteria for branding
- Goal is for students to identify as Norco College students first and foremost

NORCO COLLEGE LOGOS

- A Norco College logo must be on every publication
- Emphasize that Norco College should not be referred to as just “Norco” or Norco campus
- Define “alterations” of the logo
- Logos available in signature colors
- Add NC logo, revise Mustang logo with mascot, and possible updates of current logos



BRANDED LOGOS

- Main Logo
- Co-Branded Logo

NORCO
COLLEGE



OTHER BRANDED LOGOS

- Extended Brand
- Independent Brand



NORCO COLLEGE LIBRARY
PARTNERS



of the
Wilfred J. Airey Library



DRAFT PALETTE

Norco College Color Palette

Signature Colors



Supporting Colors



- Signature colors
- Connected colors
- Supporting colors based on signature colors

Norco College Supporting Color Wheel



OTHER ITEMS

- Add Graphic Elements to add to branded look
- Taglines
- Add School Logos
- Fonts
- Templates
- Writing Guide
- Web Guidelines including web colors

COLLABORATION

- Input from staff, faculty and students
- Researched institutions such as Chaffey College, PCC, USC, Stanford, UCLA, MIT, UW, and more