Opening Day

September 22, 2006
# Opening Day Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>7:45 - 8:15 a.m.</td>
<td>Snacks and Gathering</td>
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<tr>
<td>8:15 - 8:30 a.m.</td>
<td>Multimedia Introduction</td>
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<td>8:30 - 8:45 a.m.</td>
<td>Welcome and Introductions</td>
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<td>8:45 - 9:00 a.m.</td>
<td>Senate Presidents</td>
</tr>
<tr>
<td>9:00 - 9:45 a.m.</td>
<td>Transformational Initiatives (TIs)</td>
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<tr>
<td>9:45 - 11:35 a.m.</td>
<td>Workshops and Readouts</td>
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<td>11:35 a.m. - 12:20 p.m.</td>
<td>Group Readouts in Campus Center</td>
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<tr>
<td>12:20 - 12:30 p.m.</td>
<td>Concluding Remarks</td>
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Academic Senate - Opening Day

- Average price of auto insurance nationwide: 1,200
- Total episodes for all seasons of *Friends*, *Seinfeld*, and *Cheers*: 900
- Total full-time and part-time faculty at De Anza: 736
- Total Major League Baseball players per year: 871
Academic Senate - Opening Day

- Total Academic Senate faculty positions on all shared governance committees (incl. Executive and Curriculum Committees) 74
- Average PG&E gas bill in January 2005 108
- Average IQ in America 81
- Average maximum temperature in Santa Barbara 98
Academic Senate - Opening Day

- Number of California State Senators: 26
- Average age people first marry in the U.S.: 34
- My age: 38
- Number of faculty involved with the planning process of Strategic Planning: 40
De Anza College is engaged in a planning exercise to answer two important questions about the future:

1. Given De Anza College’s strong reputation and standing, do we need to change in any significant ways to retain our stature?

2. If yes, how and what should we change?

To answer the first question, we need an honest assessment of the college’s challenges.
Case for Change - Key Challenges

1. Funding
2. Enrollment
3. The Economy
4. Technology
5. Our Competition
6. Student Learning
Key Challenge - Enrollment

Projected Growth in 15 to 24-year-olds concentrated among Hispanic population

Santa Clara County
Population Percentage Distribution by Ethnicity
History and Forecast, 2000 to 2030

Key Challenge - Enrollment

60+ Population Projected to Grow Rapidly

Santa Clara County
Population Percentage Distribution by Age Group
History and Forecast, 2000 to 2030

Key Challenge - Student Learning

Opportunities to Improve Student Success
High Priority / Low Satisfaction

Student Satisfaction Survey

- Convenient classes
- Adequate parking
- Does whatever it can to help me
- Advisor knows transfer
- Early notification

Institutional Priorities Survey

- Q of instruction
- Campus safe
- Security staff respond quickly
- Fair and unbiased treatment
- Advisors approachable
- Counselors care
- Library/ lab
De Anza Strategic Planning Process

May
Story-based Planning
80 Faculty and Staff
Develop
“Future Vision”

June
Teams Form
Story Themes Develop
into 4 Initiatives

June - Aug
Teams Plan
Teams of 10-20 create
Vision,
Areas of Focus, Metrics

4 TIs Develop
De Anza Cascade Process

9/22
Opening Day Workshops
All Staff input to Initiatives

10/9
Senates
Review Initiatives and Recommendations

Oct - Nov
All Employee Cascades
Campus-wide Planning

Dec
Incremental Funding

Operational Execution
Planning Vision

Building on its tradition of excellence, De Anza challenges students of every background to develop their intellect, character and abilities; achieve their educational goals; and, serve their community in a diverse and changing world.

Transformation Initiatives

<table>
<thead>
<tr>
<th>Participation and Support</th>
<th>Clear Pathways to Student Success</th>
<th>Collegiality and Empowerment</th>
<th>Community</th>
</tr>
</thead>
</table>

Areas of Focus

- Target outreach and inreach
- Increase retention
- Increase accountability

- Develop cultural competencies
- Individualize attention based on need
- Utilize technology for student success

- Enhance culture of learning and sharing
- Increase professional growth opportunities

- Keep education relevant to community
- Increase and nurture partnerships

Success Metrics

COMMITMENTS TO ACTION
Clear Pathways to Student Success

<table>
<thead>
<tr>
<th>VISION FOR INITIATIVE</th>
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</thead>
<tbody>
<tr>
<td>Facilitate the ability of every student to enroll, participate, learn and succeed through individualized attention and technology.</td>
</tr>
</tbody>
</table>
# Clear Pathways to Student Success

<table>
<thead>
<tr>
<th>Area of Focus #1</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual and Institutional</td>
<td>Individual and Institutional Cultural Competencies</td>
<td>• Students starting in basic skills courses who successfully complete college level courses in the same subject will increase by 1% each year for the next 5 years</td>
</tr>
<tr>
<td>Area of Focus #2</td>
<td>Individualized Attention Based on Student Need</td>
<td>• Participation rates of under-represented student groups in transfer level math and science courses will equal each group’s representation of on-campus students stating a goal of transfer. Annual targets will be based on end of term data for the previous year.</td>
</tr>
<tr>
<td>Area of Focus #3</td>
<td>Effective Technological Tools For Achieving Student Success</td>
<td>• Increase on-campus FTES enrollment 2% a year.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fall to winter persistence rate of first-time degree-seeking students with a goal of transfer or degree will increase 1% each year from winter 2007 to winter 2012.</td>
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<tr>
<td></td>
<td></td>
<td>• At least 90% of first-time degree-seeking students will use online systems to develop and modify educational plans by fall 2012, starting with 25% of new students in fall 2007.</td>
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<tr>
<td></td>
<td></td>
<td>• On ETS annual technology survey, 90% satisfaction rate (currently &lt;70%) on the use of technology to enhance student learning and being kept informed of new ways to use technology.</td>
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Collegiality and Empowerment

**VISION FOR INITIATIVE**

Promote empowerment and mutual respect for all employees through communication, building morale and professional development.
## Collegiality and Empowerment

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<thead>
<tr>
<th>Area of Focus #1</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enhance Culture of Learning &amp; Sharing</td>
<td>• Implement ongoing communication tools with a frequency of at least two per quarter (electronic &amp; paper-based).</td>
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<tr>
<td></td>
<td></td>
<td>• Professional presentations by departmental faculty/staff. Overall goal of every department presenting once a year with attendance of 1% of all personnel, increasing 1% a year.</td>
</tr>
<tr>
<td>Area of Focus #2</td>
<td>Increasing Professional Growth Opportunities</td>
<td>Increase of 2% each year in:</td>
</tr>
<tr>
<td></td>
<td></td>
<td># of new PGAs to eligible employees</td>
</tr>
<tr>
<td></td>
<td></td>
<td># of employees taking classes</td>
</tr>
<tr>
<td></td>
<td></td>
<td># using tuition reimbursement</td>
</tr>
<tr>
<td></td>
<td></td>
<td># using career counseling on campus</td>
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Community

VISION FOR INITIATIVE

Strengthen our contribution to the development of thriving, involved, culturally diverse and environmentally sustainable communities as we create alliances and networks that support community empowerment.
## Community

<table>
<thead>
<tr>
<th>Area of Focus #1</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Keep education relevant to the needs and interests of our students and communities and foster the values of responsible citizenship.</td>
<td>Every applicable work area will increase the number of community-centered projects by 15% per year for the next 5 years.</td>
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<table>
<thead>
<tr>
<th>Area of Focus #2</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increase and nurture community partnerships and collaborations.</td>
<td>Increase the number of companies and/or individuals involved in contributing materials, ideas and resources (e.g., tutoring) by at least 5 partners per year for the next 5 years.</td>
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Participation & Support for Underserved Populations

VISION FOR INITIATIVE

Attract, support and retain new and returning students from regional communities with low college participation rates including, especially, Latinas/os, African-Americans and Older Adults.
# Participation & Support for Underserved Populations

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<tr>
<th>Area of Focus #1</th>
<th>Description</th>
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<tr>
<td></td>
<td>Targeted outreach &amp; inreach to regional communities by divisions, departments, programs</td>
<td>Increase enrollment/capacity to serve each targeted group (as % of total) in each department and program by 5% per year</td>
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<table>
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<th>Area of Focus #2</th>
<th>Description</th>
<th>Metrics</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Increased retention of new &amp; returning students in targeted populations</td>
<td>Increase retention of each targeted group by 7% annually in each department and program. Each targeted group’s retention to be at least equal to other groups by 2011</td>
</tr>
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<thead>
<tr>
<th>Area of Focus #3</th>
<th>Description</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Developing campus capabilities with accountability</td>
<td>All employees receive cultural competency learning opportunities by fall 2007 &amp; job-specific training by spring 2008. All eligible for PGA/PAA credit.</td>
</tr>
</tbody>
</table>
Agenda

9:55 - 10:10 a.m.  TI Overview and Workshop Overview
10:10 - 10:40 a.m. Workshop 1: TI Refinement
10:40 - 10:50 a.m. Readout on Workshop 1
10:50 - 11:15 a.m. Workshop 2: TI Refinement
11:15 - 11:25 a.m. Readout on Workshop 2

**TI Assignments by Breakout Room**

- **Rooms 101 and 102:** Success and Collegiality
- **Rooms 119 and CC:** Participation and Community
After the closing General Session give your TI worksheets to Tina Woo BEFORE you leave the Campus Center.

This is the only way to get your team’s work incorporated into the TI.
Tablework Format

TI Feedback General Format

- Table Work
- Team Dialogue: 30 min.
- Individual Readouts: 10 min.
Initiatives Readout

Tablework Team Assignment

Purpose:
For the assigned Transformation Initiative:
- To state if the vision, areas of focus, and success metrics are correct. If so, to make specific recommendations on how you think the TI should be implemented.

1. Each Tablework Team is to answer the assigned questions on the Worksheets that follow.
2. All members of the Tablework Team are expected to actively respond to the assigned questions, actively listen to the responses of other team members, prioritize importance of each response, and then help select the most important responses to each question.
3. Team process:
   a. Individuals take a moment to come up with their own answers to each question.
   b. Taking one question at a time, each member should share his or her most important response to the first question. Once all members have had an opportunity to nominate a response and have it recorded, anyone having a very different response should be offered the opportunity to add it to the list. Then, with the entire list of responses to the question in view, the Facilitator should help the team arrive at the top response(s) to the question, and the Recorder should record them on the team’s transparency Worksheet.
   c. The process in (b) above should be repeated for the other questions.
   d. The team Presenter should be prepared to present the team’s Worksheet.
   e. The team Reporter should turn in both Worksheets at the conclusion of the session.
Table Team Roles

**Facilitator:** Ensure that the Tablework Team *understands* the Task Assignment and *follows* the outlined steps to completion *on time*. Encourage all team members to be involved in the discussion.

**Recorder:** After team discussion and prioritization, clearly and concisely *record* the most important answers to each of the questions in the table team Worksheet.

**Presenter:** *Present* the team’s answers using the Worksheet.

Please rotate the following three roles among the table team members as the team moves from one task assignment to another.
TI Worksheet

Initiative: __________________________________________ Room #: __________________________

1. Do you agree with the vision for the Initiative? Yes No
   If no, please recommend specific improvements:

_________________________________________________________________________

2. Are these the right Areas of Focus (Goals) if we expect to achieve quantum improvement on the Initiative? Yes No
   If no, please recommend specific alternatives and explain why they should replace one of the existing Areas of Focus for this Initiative.

_________________________________________________________________________

3. Are these the right Outcome Metrics to focus on in order to ensure that the Areas of Focus are achieved? Yes No
   If no, please make specific recommendations for improvement.

_________________________________________________________________________

4. If you agree with this TI, what recommendations would you offer for implementing it?

_________________________________________________________________________

_________________________________________________________________________

PLEASE WRITE LEGIBLY - TURN THIS PAGE IN AFTER THE CLOSING SESSION
TI Worksheet

Initiative: ____________________________  Room #: ____________________________

1. Do you agree with the vision for the Initiative? Yes  No  If no, please recommend specific improvements:

________________________________________________________________________

2. Are these the right Areas of Focus (Goals) if we expect to achieve quantum improvement on the Initiative? Yes  No  If no, please recommend specific alternatives and explain why they should replace one of the existing Areas of Focus for this Initiative.

________________________________________________________________________

3. Are these the right Outcome Metrics to focus on in order to ensure that the Areas of Focus are achieved? Yes  No  If no, please make specific recommendations for improvement.

________________________________________________________________________

4. If you agree with this TI, what recommendations would you offer for implementing it?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

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