



## Strategic Master Plan Project – Communications Bulletin #3

June 9, 2022

**Strategic Master Plan (SMP):** *The District’s Strategic Master Plan will serve as a road map to guide institutional decisions, which ensure that the District’s mission, vision, and values are operationalized and effectively resourced. The Strategic Master Plan’s goals and objectives will help the District successfully meet existing challenges and respond to changing conditions.*

**1. SMP Work Group:** The SMP Work Group is charged with helping to guide the development of the SMP and functions as the “information conduit” for this project, so the names and contact information for the Work Group Members can be found below and are posted on the [SMP SharePoint site](#). You are encouraged to reach out to representatives from your stakeholder group to ask questions and offer your input on the SMP.

**2. Stakeholder Input:** Stakeholder engagement is a central part of the planning process, so please look for opportunities to participate in [surveys](#), focus groups, charettes, and other input activities, which will help the SMP Work Group develop strategic goals and objectives. You are encouraged to contact SMP Work Group members with your ideas, questions, and feedback.

**3. Strategic Master Plan Timeline:** Below is the general timeline and key activities for the completion of the Strategic Master Plan.

**Phase 1: Preplan (April - May 2022)**

- Project coordination; formation of the SMP Work Group; project “kick-off;” and Mission, Vision, Values Survey open.

**Phase 2: Investigate (May - July 2022)**

- Internal and external environmental data scans; first review of Mission, Vision, Values Survey results; key themes; plan focus group sessions with internal and external stakeholders (e.g., K-12 partners, local industry groups, Adult Education Consortium, non-profit partners, civic leaders, community organizations).

**Phase 3: Formulate (August - September 2022)**

- Conduct focus group sessions with students, employees, and community members on Mission, Vision, Values, and areas of focus for strategic initiatives and goals.
  - **External Stakeholder Sessions – Early August (beginning on/about August 1)**
  - **Internal Stakeholder Sessions – Mid September (beginning on/about September 19)**
- Use environmental scan information and stakeholder feedback to develop areas of focus for strategic goals and objectives; draft Mission, Vision, and Values statements.

**Phase 4: Complete (Late September - November 2022)**

- Prepare drafts of the Mission, Vision, and Values statements and the Strategic Master Plan; share the draft with the appropriate participatory governance groups; consider stakeholder feedback; make final edits; submit for governance approvals in November.

**4. Mission, Vision, Values Survey:** If you have not already participated in this survey, [please complete it here](#). Please encourage students to also respond to the [survey](#), which has been emailed to them. Additionally, students who complete the Mission, Vision, and Values survey and send a confirmation with their contact information to [SMP@collegeofthedesert.edu](mailto:SMP@collegeofthedesert.edu) will be entered to win one of three \$50 Visa Gift cards. The survey will remain open through August.

**5. SMP Project Webpage:** SMP project documents and information will be posted on a webpage, which is currently in development and will be published in the next few weeks. This webpage will include a “SMP Project Comment Portal,” through which you will also be able to submit comments, questions, and feedback. The SMP Work Group will review and publish responses to comments posted through the portal. The internal SharePoint site is active and accessible [here](#).

### SMP Work Group Roster

- **Work Group Facilitator:** Dr. Jessica Enders - [jenders@collegeofthedesert.edu](mailto:jenders@collegeofthedesert.edu)
- **Administrators (Superintendent/President Appointees)**
  - Executive Leadership
    1. Dr. Sara Butler [sbutler@collegeofthedesert.edu](mailto:sbutler@collegeofthedesert.edu)
    2. Dr. Christina Tafoya [chtafoya@collegeofthedesert.edu](mailto:chtafoya@collegeofthedesert.edu)
  - Deans
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    3. Dr. Douglas Benoit [dbenoit@collegeofthedesert.edu](mailto:dbenoit@collegeofthedesert.edu)
  - Director of Institutional Research: Dr. Daniel Martinez [dmartinez@collegeofthedesert.edu](mailto:dmartinez@collegeofthedesert.edu)
  - Director of Education Centers: Dr. Scott Adkins / Dr. Jessica Enders (designee) [rsadkins@collegeofthedesert.edu](mailto:rsadkins@collegeofthedesert.edu)
- **Faculty**
  - Senate Appointees (One per School, including Counseling)
    1. Social Science/Arts – Mike Gladych [mgladych@collegeofthedesert.edu](mailto:mgladych@collegeofthedesert.edu)
    2. Math and Science – Carl Farmer [jfarmer@collegeofthedesert.edu](mailto:jfarmer@collegeofthedesert.edu)
    3. Communications and Humanities: Maria Elena Diaz [madiaz@collegeofthedesert.edu](mailto:madiaz@collegeofthedesert.edu)
    4. Health Science/Library/Child Development Education: Kurt Spurgin [kspurgin@collegeofthedesert.edu](mailto:kspurgin@collegeofthedesert.edu)
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  - CODAA Appointee: Dr. Cathy Levitt/ Robert Holmes (designee) [clevitt@collegeofthedesert.edu](mailto:clevitt@collegeofthedesert.edu) / [rholmes@collegeofthedesert.edu](mailto:rholmes@collegeofthedesert.edu)
- **Staff**
  - CSEA appointees
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  - Confidential: Linda Costagliola [LCostagliola@collegeofthedesert.edu](mailto:LCostagliola@collegeofthedesert.edu)
- **ASCOD** (1 Voting; 2<sup>nd</sup> appointee is backup)
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