



COLLEGE
of the DESERT

Developing the Strategic Master Plan

February 11, 2022
College Planning Council

What is Strategic Planning?

Strategic Planning is a way for College's to find answers to questions posed by the future.

Strategic Planning includes:

Mission, Vision, and Values

Institutional Purpose

Institutional Goals
(5-Years)

Strategic Objectives

Why Does COD Need a SMP?

The SMP helps us fulfill our mission, determine where we want to be in the future, and how best we can get there.



ACCREDITING COMMISSION FOR
COMMUNITY AND JUNIOR COLLEGES
WESTERN ASSOCIATION OF SCHOOLS AND COLLEGES



Strategic Planning Process



Combined with Goals approved by BOT

Research



Evaluation



2016 Strategic Master Plan (SMP) Development

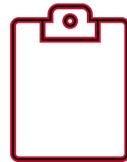
Evidence-based review and analysis of data from the College and Community included:

- Demographics
- K-12 growth and graduation rates
- Labor market trends and wages
- Regional planning documents
- Existing COD plans and reports

Data was presented to the community via town halls to solicit feedback.

2016 SMP Development (cont.)

English & Spanish Survey



Stakeholder Input



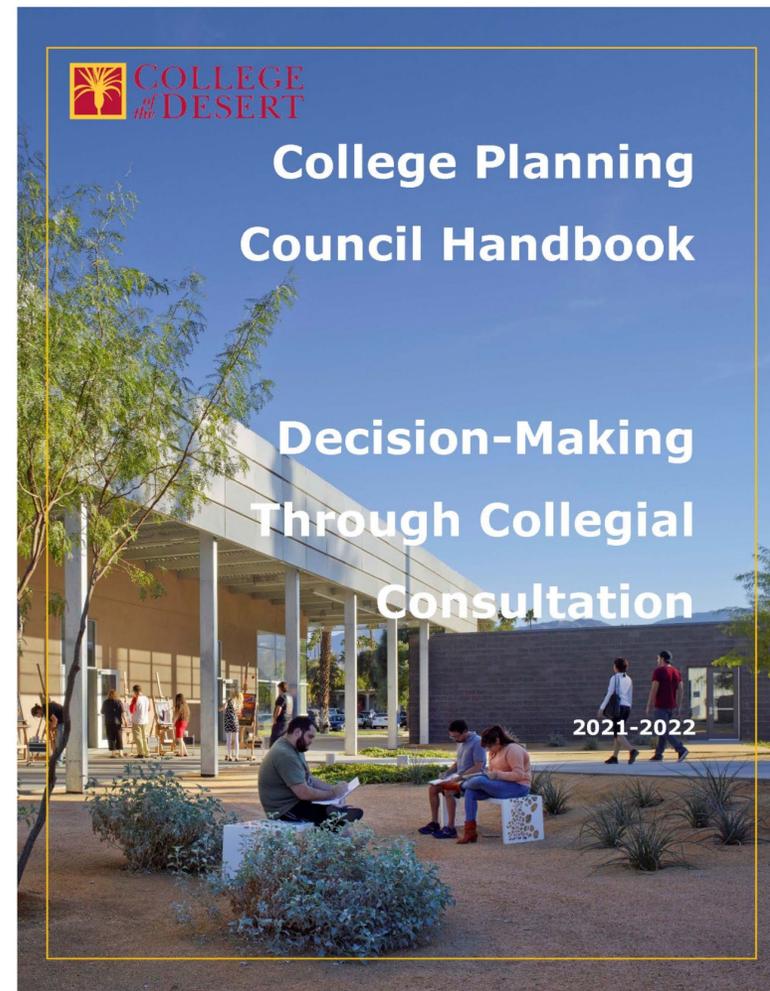
Development of the 2016 SMP (cont.)

Assessment of Planning and Outcomes Subcommittee (APO) revisits its role:

To assess the performance of the College in relation to the goals and objectives specified in its Strategic and Operational Plans; and
to lead the effort in the evaluation and modification of the SMP.

APO develops a recommendation to College Planning Council (CPC) to create a SMP Work Group to write the new plan.

March 2016 – CPC approved APO's recommendation.



APO Recommendation for the SMP



Revision to 2016 SMP and 2017 EMP End Dates

- Goal 1: Student Success
- Goal 2: Planning & Governance
- Goal 3: Fiscal Stability and Infrastructure
- Goal 4: Teamwork, Organizational Development
- Goal 5: Economic, Workforce Development & Community Outreach

The Result: 2016 Strategic Master Plan

The graphic displays five strategic goals for the College of the Desert from 2016 to 2021. The title 'STRATEGIC MASTER PLAN GOALS- 2016-2021' is circled in red. The background features a photograph of a campus with palm trees and a fountain. The College of the Desert logo is at the bottom left.

STRATEGIC MASTER PLAN GOALS- 2016-2021

Goal 1: Student Success
Student Success at College of the Desert is defined by the achievement of students' educational goals.

Goal 2: Planning and Governance
College of the Desert is committed to effective and transparent planning and governance structures by following and improving an integrated and systematic planning and governance model.

Goal 3: Fiscal Stability and Infrastructure
College of the Desert is committed to the responsible and effective development and management of resources.

Goal 4: Teamwork, Organizational Development
College of the Desert is committed to cultivating a collaborative culture, which fosters participatory and team development for Faculty, Staff, Students, Community and Leadership.

Goal 5: Economic, Workforce Development and Community Outreach
College of the Desert's community partnerships provide outstanding enrichment opportunities that contribute to the success and vitality of our community.

COLLEGE of the DESERT

Revised Long-Term Integrated Planning Calendar

College of the Desert																						Revised Spring 2021	
Long-Term Integrated Planning Calendar 2016-2026																							
Next Review: Spring 2022																							
College Plans	Cycle Length	2016		2017		2018		2019		2020		2021		2022		2023		2024		2025		2026	
		Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall
Program Review Updates (PRUs)*	Annually	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	
Program Enhancement Plan Ups (PEP-Ups)**	Annually	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	
CTEA (previously VTEA)	Annually	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	New Cycle	Plan Due	
Mission Statement Review/Revision	3 Years		New Cycle						New Cycle					New Cycle						New Cycle			
Student Equity Plan 2019-2022	3 years		New Cycle	Revise Plan/ Review Docs	Plan Due			Plan Due				New Cycle	Revise Plan/ Review Docs	Plan Due				New Cycle	Revise Plan/ Review Docs	Plan Due			
Strategic Master Plan 2016-2022	5 Years***	Plan Due	New Cycle							(Revise Plan/ Review Docs)	(Plan Due)	(Revise Plan/ Review Docs)	Plan Due	New Cycle								Revise Plan/ Review Docs	
Educational Master Plan 2017-2023	5 Years***			Revise Plan/ Review Docs	Plan Due	New Cycle							(Revise Plan/ Review Docs)	(Plan Due)	Revise Plan/ Review Docs	Plan Due	New Cycle						
Technology Master Plan 2015-2020	5 Years							Revise Plan/ Review Docs	Plan Due	New Cycle							Revise Plan/ Review Docs	Plan Due	New Cycle				
Enrollment Management Plan 2013-2018	5 Years							Revise Plan/ Review Docs	Plan Due	New Cycle						Revise Plan/ Review Docs	Plan Due	New Cycle					
Accreditation 2017-2024	7 Years	Prepare for Site Visit	Self Study	Visit		Prepare Follow-Up Report	Follow-Up Report			Prepare for Midterm Report	Midterm Report				Prepare for Site Visit	Self Study	Visit						
Facilities Master Plan 2003-2015	10 Years with a Midterm Review at 5 Years					Revise Plan/ Review Docs	Plan Due	New Cycle							Revise Plan/ Review Docs	Midterm Review							
Institutional Learning Outcomes	5 Years											Review	New Cycle								Review	New Cycle	

Next Steps: Creating the 2022-2027 SMP

Early Spring 2022

- Board Identifies Strategic Priorities

Mid/Late Spring 2022

- Work Group Identified
- Engage the Community for Input and Feedback
- Review/Revise/Launch Community Survey

Early/Mid Spring 2022

- Assessment of Planning and Outcomes Committee Reviews Data
- Recommendation to College Planning Council

Fall 2022

- Shared Governance Approvals
- Board Approves Final SMP

Thank you.

Questions.