College of the Desert – Strategic Plan Project Timeline and Benchmarks

PHASE	BENCHMARKS	TIME FRAME/KEY DATES	NOTES
Phase 1: Preplan April - May 2022	1. Initial Project Coordination Meeting	April 18	
	2. Work Group Appointments	Completed By: Done	Met April 5
	3. Project Kick-Off Meeting	1st SMP Work Group meeting April 5, 2022. SMP Work Group and IAS Team meeting: May 3, 2022, 2-3PM	DRAFT AGENDA – May 3, 2022 - Project Purpose and Outcomes - Project Phases, Timeline and Benchmarks - Clarifying Roles and Responsibilities - Project Communications - Environmental Scan (Approach & Data Sets) - Assessing the Prior Strategic Plan - Work Group Meetings – Spring and Summer 2022 - Upcoming Activities: - Mission, Vision, Values, and SWOTC survey - Focus Group Sessions
	4. Draft and Complete Mission, Vision, Values, and SWOTC Survey.	2 Surveys: Spring for MVV – target distribution 4/28 (one month prior to EOS) Fall for SWOTC – target distribution 8/22 (1st Flex Day) – open for 2 weeks to 9/2.	Coordinate with Project Facilitator, Jessica Enders. Create messaging re surveys.
Phase 2: Investigate May - July 2022	1. Finalize data sets (quantitative and qualitative) for environmental scan.	May 2-6	Coordinate with OIEP.

	2. Complete internal and external environmental data scans and identify key trends.	May 16	Coordinate with OIEP.
	3. Review results of mission, vision, values, and SWOTC survey and identify key themes.	MVV - June 2 – 3 SWOTC – Sept. 5-6	Form ad hoc sub committee of Working Group to use MVV themes to create draft statements. Receive stakeholder feedback at focus group sessions in September.
	4. Design focus group sessions with internal and external stakeholders (i.e., students, and external stakeholders such as K-12 partners, local Workforce Investment Board, Adult Education Consortium, non-profit partners, career education program advisory board members, local employers, community affinity group organizations); create and disseminate outreach communications and invitations.	**External Stakeholders:** Design sessions/invitations - June 6-10 [Conduct sessions – June 27-July 1] **Internal Stakeholders:** Design sessions/invitations – July 25-29 [Conduct sessions – Sept. 13-15]	
Phase 3: Formulate August - September 2022	1. Conduct focus group sessions on mission, vision, values, and areas of focus for strategic initiatives and goals.	September 13-15	
	2. Synthesize environmental scan information and stakeholder feedback and create a curated collection of ideas and issues for presentation to the Work Group (strengths, opportunities, aspirations, results analysis) to develop strategic initiatives.	September 19-23	
Phase 4: Complete September - November 2022	1. Develop the Strategic Plan: outline, prepare, and edit a draft of the Strategic Plan manuscript.	September 26-30	
	2. Complete the graphic design of the Strategic Plan.	October 3	Graphic designer will start @ 9/28 and set up proof sheets for style

			and format. Chapters will be submitted to the designer as they are completed. IAS will coordinate with PIO's office (nrobles@collegeofthedesert.edu) for the COD style sheet, a cache of photos, and any diagrams to be included.
	3. Share the draft of the Strategic Plan through the appropriate participatory governance groups. a. Strategic Planning Workgroup b. Academic Senate c. College Leadership Council	October 4- 28 a. TBD b. 10/13 & 10/27 c. 10/14 & 10/28	We will need "first and second read dates" and agenda items deadlines for groups to which this pertains.
	4. Make all final edits to the draft Mission, Vision, Values, and Strategic Plan.	October 31	
	5. Submitting the Strategic Plan for governance approval.	November 10 (preferred) - agenda deadline 11/4/22 or December 16 (dates TBD) - agenda deadline 12/12	Governing Board updates earlier in the process – confirm.
	6. Announcing the adoption and publication of the Strategic Plan.	November (or December 2022)	