



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



2016 Strategic Master Plan (SMP) Development

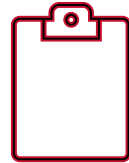
Evidence-based review and analysis of data from the College and Community included:

- 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



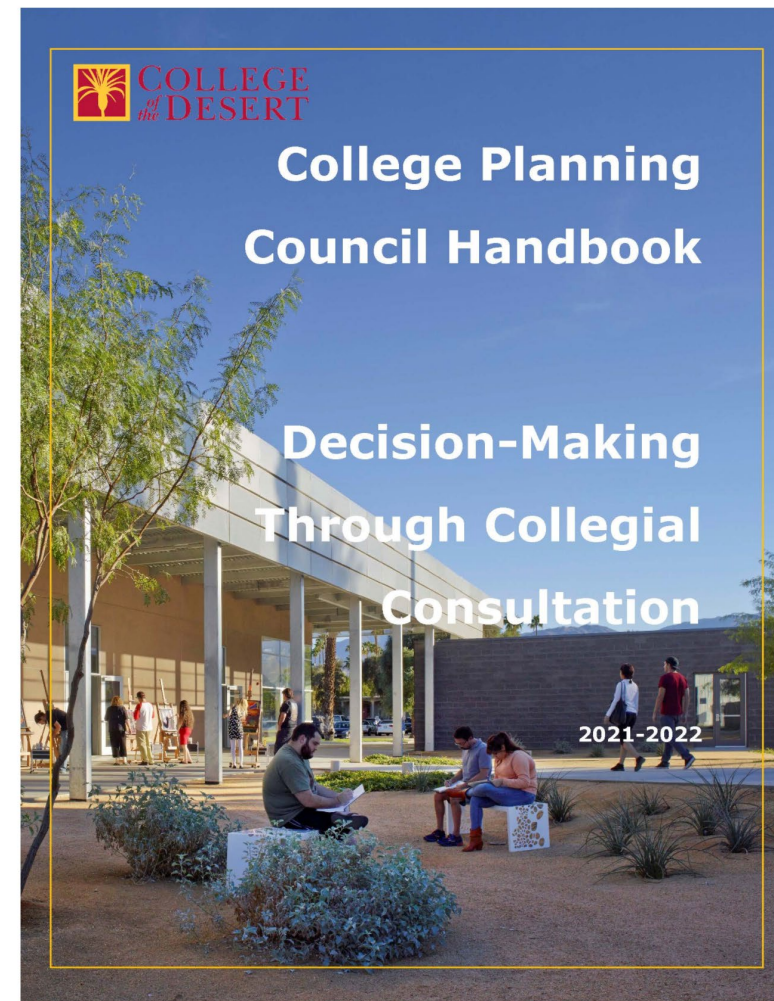
Development of the 2016 SMP (cont.)

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

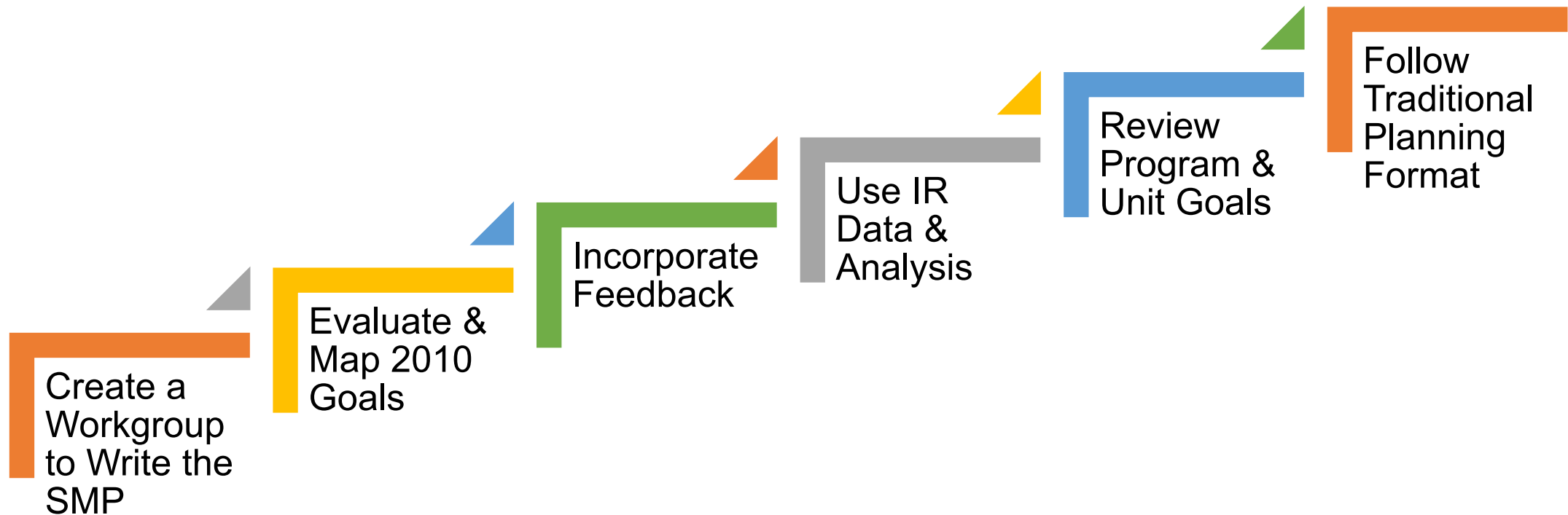
To assess the performance of the College in relation to the goals and objectives specified in its Strategic and Operational Plans; and
to lead the effort in the evaluation and modification of the SMP.

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



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 (Summer)	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	New Cycle
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	New Cycle
Mission Statement Review/Revision	3 Years		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.