

**San Diego Mesa College
PIE Committee
Meeting Notes**

February 25, 2014
3:30 p.m. – 5:00 p.m., A-104

ATTENDEES	Jill Baker, Co-Chair	Sarah Farmer (Excused)
	Madeleine Hinkes, Co-Chair	Ashanti Hands
	Donald Abbott (Excused)	Bri Hays
	Rachelle Agatha	Terry Kohlenberg (Proxy for D. Abbott)
	Julie Barnes	Angela Liewen
	Danene Brown	Pamela Luster
	Richard Chagnon	Tim McGrath
	Jennifer Cost	Monica Romero
	Jan Ellis	Jesus Escudero (Proxy for Sarah Farmer)

Agenda Item A: Call to Order: By Hinkes at 3:37 p.m., in A-104.

DISCUSSION	<p>Approval of February 11, 2014 Minutes</p> <ul style="list-style-type: none"> The Minutes were officially M/S/C by Romero and Cost, as submitted.
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> Post on the PIEC Website. 	<ul style="list-style-type: none"> Ginger Davis 	<ul style="list-style-type: none"> Before next meeting.

Agenda Item B: Continuing Business (Madeleine Hinkes, Jill Baker, Bri Hays- 60 min.)

DISCUSSION	<p>Preparation for President’s Cabinet Retreat on March 14, 2014:</p> <ul style="list-style-type: none"> Review of Educational Master Plan (EMP) findings with implications for review of current Mission, Vision, Values, and Goals, and crosswalk of current findings with goals and objectives. <ul style="list-style-type: none"> Preliminary findings were presented in an EMP PowerPoint by Hays and Baker. External Factors, Internal Factors and Stakeholder Feedback were the focus of the presentation.
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- External Scan data reflects changing demographics of the San Diego County presented over a 10-year period. The source for this data is the California Department of Finance.
- A significant increase in the Hispanic population was reflected.
- The number of older adults is increasing and projected to grow.
- There is a higher participation rate in the Mesa service area.
- Participation is defined as the number of students enrolled in a specific zip code divided by the population in that zip code.
- Overall, jobs are expected to grow by 19% in the San Diego County.
- Fastest growth expected for the following industries: Arts, Entertainment, Recreation, Professional, Technical, Scientific Services, Accommodation and Food Services.
- The Educational Master Plan will expand on the growing industries in detail.
- Internal Scan data, over a 5-year period, reflected the changing student population based on ethnicity. The source for this data is the SDCCD Information System.
- 68% of students are coming from the SDCCD Service Area. 32% are coming from outside the District's service area.
- Overall, data reflects a 9% increase in headcount and enrollment over the past 5-year period.
- Persistence has increased by 5%.
- Programs with the highest number of awards include: business, social and behavioral science, allied health and interior design.
- Programs with the highest enrollment include: Math and English.
- Stakeholder Feedback data comes from the interviews and focus groups that were conducted with students, faculty and staff.
- Stakeholder feedback showed a need for training. There was a strong request to integrate technology into the classroom and to leverage technology to increase efficiency and improve business practices.
- Other feedback included a need to enhance partnerships with 4-year institutions and to improve relationships with area industry employers.
- Stakeholders also requested a need to cultivate an inclusive learning-centered environment by expanding on existing programs and by enhancing cultural sensitivity of instruction and support services.
- Baker added that during the focus groups, the experience was very personal and genuine.
- Feedback also included a need to develop and implement more effective communication strategies.
- Stakeholders wanted an increase in communication between departments, services and divisions and to improve the overall accessibility, organization and content of the college web site.
- A need to increase awareness of student support programs,

	<p>services, events and activities was also mentioned.</p> <ul style="list-style-type: none"> ○ Stakeholders wanted a more collaborative learning environment. ○ There was a theme in feedback to build a stronger internal sense of community, by providing more opportunities for faculty, staff and students to connect and interact. ○ A need to advance the college's strong reputation in the community was apparent. ○ Faculty feedback was to focus on learning outcomes and student success. ○ Another recommendation was to maintain a comprehensive community college mission by expanding access to courses and programs and by balancing course and program offerings, to restore summer term classes. ○ Stakeholder feedback included a need to streamline the ways in which we do our work by eliminating redundancies in business processes and operations. Students wanted easier access to online forms and electronic databases (i.e. degree audits). ○ Hays continued the presentation and briefly discussed the definition of a college mission versus a vision. Vision is more aspirational and includes a brief description of what an organization will look like if it succeeds. Mission is a statement of organizational purpose. ○ Hays also defined a college goal. College goals are a long-term organizational target or direction of development that states what the organization wants to accomplish. Everything the organization does should help it move toward attainment of one or more goals. ○ Strategic goals were also briefly mentioned. These goals should align with the findings of the educational master plan, be actionable, measureable and capture the work of the campus. ○ The presentation was concluded with a brief mention on developing goals. When developing goals, the idea is to move from general to specific, starting with the strategic direction, goals and objectives of the college. ○ McGrath inquired about improving communication and whether focus groups gave feedback on how to support this request. No specific solutions were provided but Baker added that students wanted a student portal that would provide access to campus services and events. ○ Barnes shared that a new mobile application will be coming out to provide better communication to the campus community regarding events held on campus. ○ Agatha inquired whether events are geared to improving the mission of the college. Baker confirmed that all events should support this mission. <ul style="list-style-type: none"> • Next meeting will address existing Strategic Planning Scorecard, consideration of proposed new metrics, accreditation, Student Support and Success Program, and Student Equity Plan.
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	<ul style="list-style-type: none"> ○ Barnes will be presenting on Accreditation, Student Support and Success Program and Student Equity Plan.
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> • Email PowerPoint presentation to the committee. 	<ul style="list-style-type: none"> • Office of I.E. 	<ul style="list-style-type: none"> • Before next meeting.

Agenda Item C: New Business

DISCUSSION	<ul style="list-style-type: none"> • N/A
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Agenda Item D: Accreditation (Julie Barnes- 5 min.)

DISCUSSION	<p>Next steps for spring 2014</p> <ul style="list-style-type: none"> • This spring, the focus is geared on our self-evaluation processes. • Opportunity for college engagement and dialogue will be facilitated through campus-wide events this spring, including: <ul style="list-style-type: none"> ○ March 20th and March 24th, 3:00 p.m. - 4:30 p.m. brown bag discussions. Both meetings will cover the same content. ○ April 14th and April 29th, 3:00 p.m. - 4:30 p.m. sessions will address the accreditation standards and how well we are meeting them. • We will be looking at how well we are meeting the accreditation standards and where we are as an institution, as it relates to the accreditation standards. • Accreditation standards teams will be created after these discussion sessions are held. • A final draft of the discussions will be provided before work begins in fall, 2014. • Further information about this will be sent to the campus community once details have been finalized.
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Agenda Item E: Educational Master Plan (Included in B.1.a)

DISCUSSION	<ul style="list-style-type: none"> • Educational Master Plan Steering Committee announcement went out to the Deans to look for individuals interested in participating on the committee. • Meetings will be held every 2 weeks beginning March 6, 2014.
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Agenda Item F: Program Review (Jill Baker- 5 min.)

DISCUSSION	<ul style="list-style-type: none">• All resource requests have been distributed to the Faculty Hiring Priorities (FHP), Classified Hiring Priorities (CHP) and the Budget Allocation and Research (BARC) committees for prioritization.• A survey will be sent out to the campus community later this week for 360 degree feedback on the effectiveness of the process and how it might be improved.
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Agenda Item G: Learning Assessment Task Force (Julie Barnes- 5 min.)

DISCUSSION	<ul style="list-style-type: none">• A first draft is ready for the new institutional learning outcomes and will be presented to PIEC at a future meeting.
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Agenda Item H: BARC (Madeleine Hinkes- 5 min.)

DISCUSSION	<ul style="list-style-type: none">• BARC completed their prioritization today.• Feedback will be provided as soon as a write up is completed.
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Agenda Item I: Goals for 2013-2014:

DISCUSSION	<p>Improve Website and Links</p> <p>“Tag” Documents for Accreditation File</p> <p>Improve Communication</p> <p>Revise Key Performance Indicators</p> <p>Rollout the EMP Once Completed and Approved</p> <p>Begin Preparations for Accreditation Self Study</p> <p>Update Research Planning Agenda</p> <p>Review Planning Cycle/Accreditation/Allocation Timeline</p>
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Agenda Item K: Adjournment

DISCUSSION	<ul style="list-style-type: none">• Meeting was adjourned by Hinkes at 4:53 p.m.
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Next Meeting: Tuesday, March 11, 2014, 3:30 p.m. – 5:00 p.m., A-104

Submitted by Ginger Davis, Senior Secretary,
Administrative Support

Approved on: 3/11/14