

Educational Planning Committee

February 24, 2020

2:00-4:00 p.m.

Room AC229

Present: Gina Cullen, Leslie Lee (via Zoom), Cara Kreit, Holley Shafer, Connie Siegenthaler, Ryan Bryne, Logan Wood, David Everitt, Julian Solis

Absent: Amina Nakhuda, Sharon Goldfarb

Guests: Cari Torres, Nicole Cruz, Keith Rosenthal

Agenda

Agenda approved for the current meeting.

Minutes

Minutes approved for 02/03/2020

Agenda Items:

- 1. Follow Up on College Systems Goal 2** – follow-up on item regarding Staff/Faculty involvement in work groups. Cara sent Isidro Farias an email regarding this issue requesting evidence to support this and has not heard back from Isidro as yet. Dr Coon has indicated to Cara that he has identified staff/faculty participation in regards to this goal.
- 2. Review of First Quarter Strategic Plan on website** and identification of location of where large format Strategic Plan posters are located around campus. Connie will send email to committee requesting that they ID locations in their area and send them back to Connie.

Instructional Programs Goal 5: presented by Cara Kreit and Cari Torres

Faculty participation in professional learning opportunities meets and exceeds FLEX requirements and is reflected in Program Review. Baseline is participation in 2019-2020 activities.

Strategic Plan Objective IP5.1: *The College will have a comprehensive, integrated professional learning program.*

Action steps and accomplishments are outlined in the report.

Strategic Plan Objective IP5.2: *The College will have a clear vision for a teaching and learning center.*

Action steps and accomplishments are outlined in the report.

EPC assessment of progress for IP Goal 5: EPC supported the Champions self-evaluations of Substantial Progress for Objective 5.1 and Objective 5.2.

Discussion included whether or not a recommendation from the EPC to raise awareness of advocacy needed to secure TLC space was necessary or not. Ultimately, the committee did not make that recommendation.

3. College Systems Goal 4- presentation by Nicole Cruz and Keith Rosenthal

Increase outreach and marketing to reach all potential student populations, enhance COM's image, and ensure Marin County views COM as a good value for its cost and high-quality education.

Strategic Plan Objective CS4.1: *COM marketing materials create a visible presence in the community and are recognizable as a cohesive part of the institutional brand.*

In the development phase. Discussion included in the report.

Strategic Plan Objective CS4.2: *Potential student populations, as identified through the 2018 Environmental Scan and Census data, are aware of COM's offerings and view the College as a good value.*

In the development phase; an outside consultant has been retained to assist with this. Discussion included in the report.

Strategic Plan Objective CS4.3: *COM's strategic marketing collateral resonates with potential student populations identified in Objective CS4.2*

In the development phase. Discussion included in the report.

Strategic Plan Objective CS4.4: *The College will use culturally responsive communication strategies which align with population specific cultural norms and linguistic nuances.*

In the development phase. Discussion included in the report.

EPC assessment of progress for CS Goal 4 EPC supported the Champion self-evaluations of "Substantial Progress" for Objectives CS4.1, CS4.2, CS4.3 and CS4.4.

EPC discussion: what does branding include? Should there be a more cohesive approach to branding which includes building exterior colors, signage and more public facing items. It was suggested that Nicole be included in more meetings and discussions with Measure B committees. It was noted that a better workflow needed to be developed and implemented, and more attempts to get "everyone on the same page" in terms of messaging and branding. EPC will make those recommendations for CS Goal 4.

Next Meeting is March 2, 2020