



Development of the *Clark College 2015-2020 Strategic Plan*

A strategic plan is the set of strategies to achieve a collective set of purposes and includes these critical characteristics:

- Comprehensive
- Provides Direction
- A Tool for Decision-Making
 - Initiatives to pursue
 - Allocation of resources

The Planning and Accreditation Committee, a college-represented group, leads the development of the strategic plan. The *Clark College 2015-2020 Strategic Plan* will be developed with the participation of every member of Clark College for three reasons:

- *Shared Governance*: The college has committed to shared governance through the current strategic plan and the annual evaluation of our shared governance system. In addition, one of the accreditation standards requires us to gather and consider the input of those who are impacted by a decision. Since we will use the strategic plan as a tool to make decisions, we need all of your feedback during its development.
- *Transparency in Decision-making*: The strategic plan will be a document that can be used as a rubric to prioritize initiatives and resources. The objectives outlined in the plan should provide direction for all of the college's operations, functions, and resources.
- *Shared Vision and Common Outcome*: In order to develop a strategic plan that provides direction, we must first develop a shared vision. A shared vision and common outcome keeps the college collectively focused on the same goal and helps people understand the important role they play in both the vision and the outcome.

Based on last year's feedback of Vision 2020 and best practices throughout the United States – it has become clear that student learning is our common outcome – whether it is providing access, ensuring an environment conducive to student learning, engaging students in learning, or helping students make the commitment to learn: we all support student learning.

We have already begun developing our shared vision. We will continue this work over the next 18 months to develop the *Clark College 2015-2020 Strategic Plan* and student learning will be at the forefront of our focus in shaping the strategic plan.

What's Next?

Over the next five months, you will be asked to meet with the group of people you were assigned on Opening Day four more times to discuss different aspects of student learning. The college community will receive four readings; each reading will be used for each group discussion. The readings should take no more than 30 minutes to read and consider. The group meeting should last no longer than one hour. At least one member of your group will need to attend one of the two scheduled college-wide discussion in the table listed below:

	Tuesday	Friday
Access to Learn: October 15 or 18	GHL 213 3:30 – 4:30 p.m.	GHL 205 11 – 12 p.m.
Environment to Learn: November 12 or 15	GHL 213 3:30 – 4:30 p.m.	TBD 11 – 12 p.m.
Engagement to Learn: January 28 or 31	GHL 213 3:30 – 4:30 p.m.	GHL 213 11 – 12 p.m.
Commitment to Learn: February 25 or 28	GHL 213 3:30 – 4:30 p.m.	GHL 213 11 – 12 p.m.

The Planning and Accreditation Committee will convene different taskforces to draft the *Clark College 2015-2020 Strategic Plan*. If you are interested in serving on one of these taskforces, please contact Shanda Diehl or another member of the committee.

- **Taskforce 1 – Communications:** The purpose of this group is to facilitate communication with the college community about the development of the strategic plan throughout all phases, ensuring the process is transparent, trusted, and engages the college community throughout all phases. (July 2013 – June 2015)
- **Taskforce 2 – Environmental Scan:** The purpose of this group is to review both internal and external data, trends, and information related to the college-wide feedback pertaining to Vision 2020, student learning, students, higher education, and workforce development to identify Clark College's strengths, weaknesses, opportunities, and threats (SWOT). (February 2014 – May 2014)
- **Taskforce 3 – Vision, Mission, Core Themes, and Values:** The purpose of this taskforce is to use the SWOT analysis to draft (or revise or confirm) the vision, mission, and core themes and to determine whether Clark College should identify its values within the 2015-2020 Strategic Plan. (May 2014 – September 2014)
- **Core Theme Teams:** A team for each of the core themes will be formed to draft the objectives for each core theme (September 2014 – January 2015)

The Clark College Board of Trustees is expected to adopt the *Clark College 2015-2020 Strategic Plan* during spring quarter 2015.