

**Moving Forward to 2014: Guam Community College INSTITUTIONAL STRATEGIC MASTER PLAN-ISMP Educational Campaign/Thanksgiving Luncheon
Multi-Purpose Building**

Minutes of November 16, 2012

1. Dr. Mary Okada reported that she attended the Governors Mag Pro Award Ceremony and GCC captured several outstanding awards. The program booklet also highlighted GCC on the back cover and included the statement "GCC Employees Deliver" and also stated our Mission statement.
 - o Community & Volunteer Service Award: Jonita Kerr
 - o Employee of the Year, Statistic & Economic Award: Marlana Montague
 - o Employee of the Year, Counseling & Social Services: Dr. Karen Sablan
 - o Employee of the Year, General Education: Harold Cruz
 - o Excellence in Higher Education: Dr. Clare Camacho
 - o Behind the Scenes Award: Bobbie Leon Guerrero
 - o Customer Service Team: GCC Human Resources Office
2. The President mentioned that she recognized the funding situations and the challenges that GCC has. She said that GCC must work together to get through these challenges.
3. The President spoke about GCC's Vision and Mission Statements. The mission statement was approved by the board in March of 2009. Updates to the Mission statement will be based on campus feedback and will also be based on the recommendations from the accreditation report.
4. The main purpose of the ISMP is:
 - o To serve as a guide to action.
 - o An opportunity to identify action items that the college will take on.
 - o Long term goals and initiatives are included.
 - o To serve as GCC's official planning document that allows GCC to communicate long term vision plans.
 - o It is the umbrella for all mini plans by which GCC is guided, such as the Technology, Campus, Facility and Master Plans).
5. 1st Initiative is Pioneering – There are 4 initiatives: Pioneering, Educational Excellence, Community Interaction and Dedicated Planning.
Pioneering: Identify the career and technology as well as basic education and skills required of the workforce though periodic employer needs assessment in order to improve the skill levels and productivity of the island's workforce.
 - o Why is this important? GCC has to respond to what the community needs. If the community doesn't need what GCC is offering, then it should not be offered.
 - o Benefits of Pioneering – The process for GCC to identify regional workforce needs for Guam and Micronesia and to establish standards that are linked to local and national industry.

- Leveraging Public and Private Resources – A blanket effect because there is no single pot of money that you can rely on forever.
 - Coordinated Approach to Improve Career and Technical Training Services – GCC is always improving because industry requires us to do so.
 - Standard Operating Procedures for Establishing Private Industry and Training Relationship with Individuals outside of GCC – Completed as of September 2013 under Continuing Education. This is the opportunity to join relevant business service organization memberships.
6. Educational Excellence - The biggest piece of education excellence is accreditation. This goal is defined by its ability to demonstrate that SLOs are being attained and gauged by an institutionalized process of systematic and regularized assessment that allows programs and services to identify, analyze and use assessment results for accountability.
- Sustain accreditation through improved training programs and enhance participatory government process – This is a resource allocation component to enhance the participatory process. Show data for whatever you need.
 - Linking Program Review Assessment to Resource Allocation is Challenging – Everything is linked to student learning.
 - Benefits of Educational Excellence - Courses and programs: If you want something for your department, you must put it in your assessment. That is how you will get your resources.
 - Full accreditation successfully obtained in July 2012. Participatory governance structure formalized. Develop process for evaluation of non-credit courses. This is directly out of the ACCJC report. GCC has to develop a process for evaluating non-credit courses, workshops and training sessions. GCC has to evaluate existing governance policies and practices and implement process to evaluate effectiveness.
 - Foster Dialogue on Program, Faculty, Learning Outcomes Committee – Review resource allocation to ensure sufficient funds to provide training, maintenance, equipment, software support and implement College Technology Plan. Allocate a percentage of the funds for supporting additional resources to the library when new programs are developed or when existing programs are modified so that students are aware and have access to them.
 - Increase compliance rates of curriculum revision process to ensure courses and programs are not over 5 years old and are current with the community and industry standards. Evaluate safety and security of fiscal resources to protect integrity of student records. These are activities for Educational Excellence.
 - The benchmark is 5 years for courses. If faculties feel that technology is rapidly changing, they need to go back to the data and link it to assessment program review.
 - GCC needs to review the Return Policy for inventory reduction for books. It is better to get credit for some of the books than for it to be no longer useful inventory.

7. Community Interaction – This goal aims to improve awareness of the college and increase public and fiscal support for its vision which in the long run is intended to reduce GCC's financial dependence on the Government of Guam. Indirectly GCC has been reduced.

- How does strategy associate with this initiative? Go green, give now, create employer development, alumni outreach program, embark on an enrollment campaign, develop a marketing plan which helps to enhance GCCs brand identity and increase enrollment and improve student retention.
- Where are we with these activities? GCC has increased grant funding which is evident.
- Scholarship donations have also increased significantly. Increase in workforce development and training projects have been available through grant funding.
- Pursue renewable energy project on campus. Plan more green activities or a green event, increase workplace giving program and involve tourism.
- President attended a meeting at UOG and there is an Energy Task Force that the government created.
- One of the ideas presented was to go green.
- Asked if GCC can embed "Going Green" in all the courses.
- One initiative submitted by the students was to request that we do not have any styro-foams on campus. Vendors should not be using Styrofoam's at BCS, the Café or any activities here.
- Benefits of Community Awareness –
 - Affirmation for GCC. Public and private support for GCC vision.
 - Private support increasing
 - Diverse financial resources and formal recruitment campaign
 - Significant increase in enrollment by 40% in the last 6 years.
 - Community Interaction –Hotel Nikko donated \$50,000 20 years ago that is why there is a Hotel Nikko room in the foundation building. Again, Hotel Nikko donated \$10,000.00 to GCC and the room in the Foundation building was rededicated to them. GCC needs to support our donors by giving them our business.

8. Dedicated Planning --

- The goal of dedicated planning is to provide means to measure progress towards obtaining the vision of the college each year through a systematic review and evaluation. The results of which are utilized to inform decision making at the college at all levels.
- Develop a measurement orientation program.
- Determine success in meeting bench marks.
- Improve data collection, institutional effectiveness and provide continuing support from the community internally and externally.
- Develop Qualitative Assessment: Develop quality assessment for each project plan.
- Modify plans based on funding availability needs assessment.
- Incorporate ACCJC rubric for evaluating institutional effectiveness.

- Dedicated planning includes publishing schedule time tables to disseminate status of plan.

OPEN FLOOR FOR QUESTIONS:

What about Distance Learning

Pres. – The requirement from ACCJC is to develop a strategic plan for Distance Education.

- 24/7 hours/days tech. support is needed regardless if there is 10 or 20,000 students
- Distant Learning will not only be for Guam.
- Who is asking GCC to do Distance Learning
- Insufficient MIS support

Partnership Interaction

- Employee mentioned that in the past, GCC will go out to villages and try to recruit students. He said it was a good endeavor and activity that was done at least once a semester. The community then informs GCC of what their aspirations are.
- If students did not have transportation to GCC, it will be worth having a conversation with the mayors in the villages to see what can be done to help these students.
- Many programs can support this partnership, Continuing Education, College Access, Adult Education and GED.
- President indicated that when Dr. John Rider was still the AVP, he suggested that GCC set up classes at the mall. The President mentioned that there are many vacant stalls at the Micronesia Mall and the Agana Shopping Center and maybe community partners may be able to donate the space for GCC to use.
- GCC should have an information booklet about what kinds of programs and services they offer and should be given out to people at the malls.

President asked the faculty, staff and administrators if there was something they would like to change at GCC, what will it be? Why?

1. President reported that when she met with students, their response was to have classes on Friday and Saturday.
2. Open additional sites down south for GED and postsecondary classes.
3. When will GCC update the assigned government vehicle?
 - President said in a few months.
4. Military outreach –
 - President indicated that there will be a Woman's Veteran Conference sometime in February and that might be an opportunity to bring it up. She said that GCC is limited in what they can offer on Base primarily because of the regional contracts the military has with other contractors. GCC will only be able to offer things that the contractors don't offer. The President also mentioned that it is a good idea to continue with the military outreach because of the GI bill and the military benefits they have.

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5. Will there be an exercise room with equipment?
 - The President said that the exercise room will be somewhere upstairs which will be connected to building 200.
6. A suggestion for a fast track program for adults with more concentrated courses since GCC is not able to do distance learning. The fast track program will be able to provide people from off island to come to GCC and complete their courses and return home.
7. The President said there will be a survey on the GCC portal regarding housing for students. Student housing will not be through GCC but a partnership with an apartment complex.
8. How many of the GCC courses are transferable to UOG?
 - The President reported that CJ, Liberal Studies, Education and Accounting departments are working on the articulation.
9. A suggestion was made to have sculptures or local artwork to be placed around campus to promote cultures.
 - The President mentioned that in the previous library every month there was a display advertised to the campus community. With the new library, it would be nice to place some of the artwork there. The President mentioned that Caha has given a few art pieces to GCC which could be displayed as long as it is in a secured area like the student lounge, library or the student center.
10. Someone asked about transportation.
 - The President indicated that GCC does not have a mass transit and that Guam needs to have a mass transit. If GCC can identify that more students will come to get an education if they have transportation it might be an opportunity to provide information to the Governor and the legislature as they are educational partners. The President said that GCC can probably ask the tri-board to submit the data to the Governor and the legislature so that more students will have access to education.
11. USPS Drop Box on GCC campus
 - The President will check with the USPS. A staff mentioned that GCC's physical address, *#1 Sesame Street* is not a registered address with the United States Postal Service. The only reason mail gets delivered to GCC is that the person at the post office knows where GCC is located.
12. Sesame Street - The President reported that Sesame Street is part of GCC's property and the intention is to relocate the fence beyond that street. Sesame Street will be used for parking and will be a one way street. The small parking lot in front of Victoria's store will also be developed and will be discussed further. GCC will have a community discussion regarding this matter.
13. Building 200
 - The President reported that building 200 is scheduled to be demolished soon. The contractor will be breaking ground during the first quarter of next year.

14. Burning of old documents

- The President said to make arrangements with Greg Manglona and John Diaz. On another note the President mentioned that she was disappointed to find several broken chairs stored in cabinets. She said there will be some classroom renovations in D wing and several things will be refurbished. The President mentioned that Tobacco money was identified for this renovation.

15. It was reported that Peggy Deny picks up shredded paper from GCC and gives to the local farmers for compost.

16. Will there be a parking garage in the triangle property?

- The proposed parking structure will be located over by the ponding basin.

Moving Forward to 2014

Guam Community College
INSTITUTIONAL STRATEGIC MASTER PLAN -ISMP
Educational Campaign
Multi Purpose Building November 2012

Vision Statement

... It will be Guam's premier career and technical institution and finest secondary and postsecondary basic educational institution serving the island's adult community...

Mission Statement

The mission of Guam Community College is to be a leader in career and technical workforce development by providing the highest quality education and job training in Micronesia.

~ BOT approved March 11, 2009

Purpose of the ISMP

- To serve as a guide to action
- To illustrate long term goals and initiatives
- To serve as GCC's official planning document
- To communicate long-term vision and plan

Initiative I : Pioneering

This goal seeks to identify the career and technical as well as basic educational skill requirements of the workforce through periodic employers' needs assessment in order to improve the skill levels and productivity of the island's workforce.

Strategy and Action Steps

- Coordinate the development of an employer needs assessment focused on training and educational services
- Develop a program to partner with private workforce training providers

Benefits of Pioneering

- A process to identify regional workforce needs
- Establish educational standards that link to local and national industry standards
- Leveraging of public and private resources
- A coordinated approach to improve career and technical training services

Updates to Action Step 1

- 1st survey conducted in 2008 – 11% response rate
- 2nd survey conducted in June 2011 – 40% response rate
- 3rd survey will begin in December 2012
Distribution to GCC advisory committees, apprenticeship sponsors, Chamber of Commerce, and Guam Contractor's Association

Updates to Action Step 2

- Standard Operating Procedures for establishing private industry and training relationships with individuals outside of GCC completed as of September 2012
- Join relevant business service organizations on membership basis

Initiative II : Educational Excellence

This goal is defined by its ability to demonstrate that student learning outcomes (SLOs) are being attained, as gauged by the institutionalized process of systematic and regularized assessment that allows programs and services to identify, analyze, and use assessment results for accountability and program improvement.

Strategy and Action Steps

- To sustain accreditation through improved training programs and an enhanced participatory governance process
- Link program review and assessment, institutional planning and resource allocation to student learning outcomes

Benefits of Education Excellence

- Reaffirmation of GCC's accreditation status
- SLO-driven courses and programs
- Maintain an assessment model to evaluate and make programmatic changes

Updates to Action Step 1

- Full accreditation successfully obtained in July 2012
- Participatory governance structures formalized
- Develop process for evaluating non-credit courses, workshops, and training sessions
- Evaluate existing governance policies and practices; implement process to evaluate effectiveness

Update to Action Step 2

- Foster dialogue among program faculty and the Learning Outcomes Committee
- Review resource allocation to ensure sufficient funds to provide training, maintenance, equipment, software support and implement the college's technology plan
- Allocate a % of funds for supporting additional resources (LRC) when new programs are developed or existing programs modified

Update to Action Step 2, cont.

- Increase compliance rate of curriculum revision process to ensure courses and programs are not over 5 years old and that they are current with community and industry standards
- Evaluate safety and security of physical records to protect integrity of student records

Initiative III: Community Interaction

This goal aims to improve awareness of the College and increase public and fiscal support for its vision, which in the long run, is intended to reduce GCC's financial dependence on the Government of Guam.

Strategy and Action Steps

- Grow programs, Go Green, Give Now
- Create an employer, donor, and alumni outreach program
- Enrollment campaign
- Develop a marketing plan which helps to enhance GCC's brand identity
- Increase enrollment and improve student retention

Update to Action Steps

- Increase grant funding, scholarship donations or endowments
- Increase in workforce development and training projects
- Pursue renewable energy projects on campus; plan more "Green" events
- Increase workplace giving program; naming opportunities, and volunteerism

Update to Action Steps

- Use baseline consumer and business research to develop marketing strategies
 - Use survey results to develop business testimonials on quality of GCC graduates
- Design a branding campaign
 - Use enrollment statistics, surveys and attendance at GCC events, and Facebook to assess effectiveness
- Develop a marketing plan
 - Use GCC colors, music, and slogans into media ads and print materials

Benefits of Community Interaction

- Community awareness & affinity for GCC
- Public & private support for GCC's vision
- Diverse financial resources
- Formal recruitment campaign

Initiative IV: Dedicated Planning

This goal provides a means to measure progress towards attaining the vision of the College each year through a systematic review and evaluation, the results of which are utilized to inform decision making at the College at all levels.

Strategy and Action Steps

- Create a dedicated planning taskforce to develop a measurement orientation program
- Utilize the existing 2-year assessment planning cycle

Benefits of Dedicated Planning

- Determine benchmarks and determine success in meeting benchmarks
- Improve data collection
- Improve institutional effectiveness
- Continued support from community (internal and external)

Updates to Action Steps

- Taskforce convened; task completed February 2011
 - Taskforce members will convene again to incorporate recommendations made during October 2012 focus group
- Develop qualitative assessments for each project plan
 - Incorporate ACCJC's rubric for Evaluating Institutional Effectiveness

Updates to Action Steps, cont.

- Publish Scheduled timetable to disseminate status of plans
 - Include collection of evaluation data and submission of metrics for evaluation
- Present 2-year measure of institutional effectiveness
 - Develop a template to report institutional effectiveness

Hafa adai Christine and Doris,

Unfortunately, we had a problem with the portal and all announcements were wiped out. We can ask Richard if he can recall the one I posted for the ISMP update on Wednesday, Nov. 7th. In the meantime, here is a confirmation email that it was posted.

Thanks,

Jayne Flores
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Begin forwarded message:

From: Esther Muna <esther.muna@guamcc.edu>
Date: November 8, 2012 2:36:11 PM GMT+10:00
To: 'Jayne Flores' <jayne.flores@guamcc.edu>
Subject: RE: Thanksgiving
Reply-To: esther.muna@guamcc.edu

Thanks Jayne. Also, just a reminder for the week of Nov 19th for Mary's Thanksgiving message to go out. (pls add something about the U.S. troops k)

From: Jayne Flores [<mailto:jayne.flores@guamcc.edu>]
Sent: Wednesday, November 07, 2012 4:49 PM
To: esther.muna@guamcc.edu
Subject: Re: Nov 16

Posted!

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