



# Education Master Planning: Drafting Goals

SPARC, February 24, 2022

| Steps in the EMP Process   | Date Needed  | Completed |
|--|--------------|-----------|
| Strategic Planning Training – SCUP workshop for SPARC members          | Jul 2021     | done      |
| Strategic Planning Recap – Launch EMP process in SPARC                 | Oct 14, 2021 | done      |
| Review current EMP Goals and Outcomes                                  | Oct 28, 2021 | done      |
| Environmental Scan in SPARC (external opportunities and threats)       | Dec 9, 2021  | done      |
| Review SMCCCD Strategic Plan to inform EMP goal alignment              | Jan 27, 2022 | done      |
| Internal Scan in SPARC (Enrollment Trends)                             | Feb 10, 2022 | done      |
| First draft of EMP Goals in SPARC                                      | Feb-March    |           |
| SPARC Members solicit constituent feedback on EMP draft goals          | Mar-Apr 2022 |           |
| Solicit student input on strategies – Workshops and focus groups       | Mar-Apr 2022 |           |
| Flex Day – EMP Workshops to develop strategies for EMP goals           | Apr 21, 2022 |           |
| SPARC reviews community input  | Apr 28, 2022 |           |
| SPARC Outlines EMP/Creates and charges EMP Drafting Task Group         | May 2022     |           |
| EMP Drafting Task Group drafts EMP                                     | Summer 2022  |           |
| First Read of Draft EMP in SPARC                                       | Aug 25 2022  |           |
| SPARC Members collect and incorporate final feedback from constituents | Sep 2022     |           |
| SPARC Approves EMP > CGC approves the EMP                              | Oct 2022     |           |

# Planning Definitions

- » **Goal:** A broad, general statement of intended outcomes or results.
- » **Strategy:** A plan of action created to achieve a goal or a vision or to address a strategic issue.
- » **Tactic:** A specific action an institution takes to carry out a strategy.

Goals are **what**

Strategies and tactics are **how**

# Potential Goal Focus Areas:

- Student Enrollment
- Student Outcomes & Completion
- Campus Climate/Participatory Governance
- Anti-Racism & Equity
- Civic Mindset
- Fiscal Stability
- Other?

# Writing goals that aren't strategies

1. Think about phrasing your goals as states of “being” not actions.
2. Alternative, you can phrase your goals as results.