Proposed Strategic Planning Process

Process Goals/Objectives

- Develop and implement actionable long and short-term strategies and tactics
- Measure results and progress
- Review progress and corrections as necessary
- Engage all stakeholders*

*Stakeholders include: students, faculty, district, businesses, high schools, local government, foundation, donors, board, etc.
SPP: Case for Change

Case for Change

External Assessment (e.g., demographics, competition, funding environment, potential markets)

Internal Assessment (e.g., strengths, weaknesses, opportunities, threats)

Presented by campus leaders

De Anza Stakeholders

Note: Outside assistance is recommended for implementing internal and external assessments

Diagram:
- Case for change
  - Taking charge
  - Cascade
  - Align
  - Execute
  - Report & revise
  - Process review
  - Feedback

De Anza College
SPP: Taking Charge

Case for change → Taking charge → Cascade → Align → Execute → Report & revise → Process review

Feedback

Internal Assessment

College/District Vision, Mission and Core Values

External Assessment

Story-based Planning Sessions

Opportunities

Initiatives
Stretch Goals
Metrics
Personal Commitments
Results and Feedback
## SPP: Example

### Opportunities

<table>
<thead>
<tr>
<th>Initiative</th>
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<tbody>
<tr>
<td><em>Increase the number of distance learning classes</em></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Stretch Goals</th>
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<tbody>
<tr>
<td><em>Each course listing has a distance learning equivalent</em></td>
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</table>

<table>
<thead>
<tr>
<th>Metrics</th>
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<tbody>
<tr>
<td><em>Ratio of distance learning classes per course offering</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal Commitments</th>
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</thead>
<tbody>
<tr>
<td><em>Deans commits to % increase in distance learning classes per academic year</em></td>
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<table>
<thead>
<tr>
<th>Results and Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>30 new distance learning classes added</em></td>
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</tbody>
</table>
SPP: Cascade and Align

Cascading
- Taking Charge process is repeated throughout the College among all relevant work groups.
- Each group extends the initiatives specified in the previous level’s work.

Aligning
Executive level planning group reviews Division and Department work to:
- Ascertain alignment with initiatives
- Determine appropriateness of measurements
- Eliminate redundant efforts
- Allocate resources
SPP: Execute, Report/Revise, and Process Review

Executing

• Discussion needed to create plan, incentives, etc.

Reporting and Revising

• Standing committee performs periodic review.
• Dashboards available via the Intranet for instant viewing of results.
• Identify breakdowns/causes and work together to remedy.
• Positive reinforcement for achievements.

Process Review

• Assessment of overall strategic planning process and outcomes.
• Output of this review serves as feedback for subsequent SPPs.