

70-01 STRATEGIC PLANNING—PROCEDURE

1. PURPOSE

In support of the College Mission documents, the Strategic Plan assists in shaping the future of the College through a series of strategic goals, objectives, tactics, and measures, all of which are predicated on thoughtful analysis and continuous improvement. CCC will continually ask, “How will this affect learners in a positive manner and promote learning at CCC?” as decisions are made and the Plan implemented.

2. PROCEDURE

1. Every three years, the College will create a new/revised strategic plan led by the President utilizing the following principles:
 - a. Dynamic
 - b. Iterative
 - c. Inclusive
 - d. Flexible
 - e. Creative
 - f. Effective

2. To ensure full expression of the above principles and a deep understanding of the process and Plan, the suggested process is listed below:
 - a. In the last year of the current Plan, the District Governing Board (DGB) will determine whether they will identify and adopt overarching goals and/or themes initially, or direct the College to complete a grassroots effort to develop overarching goals/themes. If the former, the DGB will act on overarching goals/themes prior to the start of development of the Plan.
 - b. To create the Plan, College-wide conversations will include: an updated environmental scan (including local, state-wide, regional, national data) presented by the Office of Institutional Research and Assessment, and, feedback from internal and external constituents of the College (i.e. students, faculty, staff, community members, etc) as ideas are continuously vetted and culled.
 - c. A series of objectives, tactics, measures, people responsible, resources, timeframe for completion, feedback loop, cross-walk to Arizona Community College Vision, and Higher Learning Commission criteria will be drafted into chosen Strategic Plan model.
 - d. The final draft will be formally adopted by the DGB.
 - e. Marketing materials will be created based on the adopted Plan.

3. Definitions:
 - a. Theme: The entire Strategic Plan may have an overarching theme that the College has identified as a focal point for the three-year time period which pervades the entire document.

- b. Goals: Each goal describes a major area of endeavor the College will pursue in alignment with its Mission, Vision, and Core Values.
- c. Objectives: Each objective describes a broad target that focuses effort toward specific progress in achievement of the strategic goal.
- d. Tactics: Tactics are specific, observable, time-limited actions that will yield results leading to achievement of objective.

3. BACKGROUND

- 1. References: none
- 2. Revision history: 08/23/2011 (new)
- 3. Legal review: none
- 4. Sponsor: President's Office

Adopted by District Governing Board: 08/23/2011

COCONINO COMMUNITY COLLEGE