

# Strategic Planning Briefing



March 9, 2017

Dear SMC Colleagues:

[On February 14, I sent a memo](#) informing the college community that the Collaborative Brain Trust (CBT)—the consulting group tasked with guiding and facilitating Santa Monica College’s strategic planning process—would be in Santa Monica from March 6-8. I am pleased to let you know that the team’s visit was highly fruitful.

The CBT team had a total of 36 meetings during their three-day visit with both internal and external constituents and stakeholders including civic and education leaders and representatives of community partners, as well as business and community leaders in the cities of Santa Monica and Malibu; and they hosted two drop-in sessions and two open forums to give the entire college community opportunities to share feedback and contribute to creating a vision for the future of SMC.

Thank you to all the Board members, classified staff, faculty, managers, and students who took time from their very busy schedules—and, again, to all the members of the Strategic Planning Task Force and the three workgroups—to be a part of this process. Your participation is critical, as it will help determine how Santa Monica College makes vital decisions towards becoming an even more efficient organization that increases access and success for all students, and will help determine how we allocate resources to achieve all of the above.

If you have not already completed [the campus-wide survey](#)—which was sent to [you in an email on February 27](#)—please take the time to do so. Here is the link:

<https://www.surveymonkey.com/r/8H5VZH6>

Again, let me stress how important it is that we hear from everyone. **The deadline is Friday, March 10 at 5:00 pm Pacific Standard Time.**

A representative from the CBT team will also be present at our Flex Day, next Thursday March 16 where you will hear more about the process. On April 18, the Strategic Planning Task Force—composed of faculty, classified staff, administrators, and students—will be meeting to draft SMC’s next set of strategic initiatives and the strategic plan using all the data that has been collected. In May, a draft will be made available online for feedback. You can expect to hear from me at pivotal moments in the process, and “Strategic Planning Briefing” newsletters will also be distributed via [bulletins@smc.edu](mailto:bulletins@smc.edu) with key information over the next couple months.

Thank you for your active participation in building SMC’s future!

Kathryn E. Jeffery, Ph.D.  
Superintendent/President