

# Strategic Planning Briefing



Feb. 27, 2017

SMC Colleagues:

Today marks the beginning of the third week of Spring semester—how time flies! While walking around the SMC campus, I have seen students energetically moving to and from classes. Each of us—faculty, classified staff, managers, administrators—plays a major role in creating a welcoming environment for students. I see your many contributions and am learning much from you.

As stated in my email [on February 14](#), Santa Monica College is in the midst of a strategic planning process—under the guidance of the consultancy group Collaborative Brain Trust (CBT)—to help SMC identify future directions in four key areas as we plan ways to best serve students and the community.

The next step in this process is to gather feedback from SMC Board members and employees, students, and community members. [Strategic planning](#) is a collective process and it is important that every voice be heard. To that end, the CBT has developed a survey, addressing the four areas of the strategic planning project: Strategic Initiatives, Student Success and Equity, Integrated Planning, and Organizational Structure Review.

The survey should take you less than 15 minutes to complete; please take the time to provide your input. **We need to hear from you.** (Students will be receiving a separate survey).

Please [click on this link to access and complete the survey](#). **The survey closes at 5pm Pacific Standard Time, on Friday, March 10.**

Your individual survey responses are anonymous, and results will be compiled by CBT to share with the SMC Strategic Planning Task Force and thereafter with the entire college community. The results of the survey will complement the extensive information being compiled for strategic planning, including information from interviews, open forums, quantitative data, and workshops of the Strategic Planning Task Force and its workgroups.

Thank you in advance for your participation in this important project!

Sincerely,

Kathryn E. Jeffery, Ph.D.

Superintendent/President