



February 14, 2017

SMC Colleagues:

Happy Valentine's Day! It is the second day of spring semester and I know that this is an incredibly busy time for all. I deeply appreciate everything you do to ensure our students at Santa Monica College succeed academically, and that they have life-affirming experiences in the process. Your role is even more critical in making this happen.

Toward the effort to make SMC an effective organization, a strategic planning process was started at the end of Fall 2016. On [December 16, 2016](#), I wrote to inform the Santa Monica College community that the College was preparing to embark on a "strategic planning" process. The Collaborative Brain Trust (CBT), the consultancy group selected to help guide and facilitate this process, had just wrapped up a preliminary visit or a "**discovery phase**" during which they established various logistics and data-collecting details. Also, they met with members of the Strategic Planning Task Force and three workgroups: Student Success and Equity, Integrated Planning, and Organizational Structure.

Now the CBT team is prepared to look more deeply into college practices related to the focus areas identified above. During this "**collaboration phase**," we will collectively—under the leadership of the Strategic Planning Task Force with direct input from our Board of Trustees—review our college Vision, Mission, Goals; and develop **Strategic Initiatives** for the next five years. In addition, CBT and three workgroups will also engage their efforts in three projects complimentary to our Strategic Plan: one, **coordinating student success and equity planning**; two, **improving integrated planning processes**; and, three, **reviewing the College's organizational structure**.

The CBT team will be on campus March 6-8 to meet with various campus constituency groups as well as the broader SMC community. Here are some key highlights, including ways that we can all participate in creating our institutional vision for the next five years:

- A **campus-wide survey** will be distributed electronically on **February 27, 2017**. Every voice and opinion matters, so I encourage each of you to participate. **I truly want to hear from everyone**. The survey results will be used to inform the discussions of the Strategic Planning Task Force and the three workgroups mentioned earlier. The survey will end in two weeks and responses should be sent **no later than 5:00pm, March 10**.
- During their March 6-8 visit, the CBT team will be meeting individually with the members of our Board of Trustees, with the Strategic Planning Task Force and the three workgroups, and will also give an update to the Board of Trustees at their public meeting on Tuesday, March 7. They will also be gathering input from the campus community in two ways: through informal **“listening sessions”** with campus constituency groups (e.g. Academic Senate, CSEA members, Associated Students) to get their feedback on strategic initiatives, student success and equity, and integrated planning. Listening sessions will also be scheduled with key business, civic, and education partners in the external community.

In addition to these listening sessions, two 90-minute **“drop-in sessions”** will be scheduled for any interested parties to share any feedback/comments about the College’s organizational structure. Last, but not the least, **two “open forums”** will be scheduled, open to the entire campus community. The CBT team will provide an overview and project updates at the beginning of each of these open forums, answer questions, and invite feedback.

You will be receiving the details and information on all components of the Strategic Planning process via [bulletins@smc.edu](mailto:bulletins@smc.edu). Watch for the “Strategic Planning Briefing” header on future communications. Also, you can read more about the strategic planning process at: [www.smc.edu/strategicplanning](http://www.smc.edu/strategicplanning).

After the CBT team visit in March concludes, you can expect an update. Thank you in advance for your participation as we craft Santa Monica College’s future.

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Superintendent/President