

**Present:** Randi Jiron, Kay Logterman, Galyn Carlile, Lori Sours, Rand Hill, Mary O’Kief

**Synthesis Team**

**3-11-08**

**Title of Today’s Session**

Next Steps on Vision Statement and Goals & Objectives

**Overall Purpose**

To develop a 2008-2012 strategic plan that will help RCC begin to solve its major challenges.

**Today’s Purposes**

- 1) To debrief and determine any additional input from the retreat (hand-outs on results and on visioning).
- 2) To recommend how we wish to proceed on workforce, pathways, and new program development.
- 3) Reminder – please complete the evaluation and return to Mary

**Non-Purpose**

To word smith our drafts.

**Background**

1) **Definitions**

- **Goals:** defined as broad statements that describe ultimate ends and achievements for the college.
- **Objective:** a concise statement articulating a specific element needed to attain each goal. Each goal should contain 3-6 objectives to achieve between 2008 and 2012. Objectives are best stated as action phrases starting with a verb and may include the desired result & action.

Examples include: focus on student needs to improve student outcomes; increase target marketing to boost Hispanic enrollment.

- **Performance Outcome:** measures to determine the outcome of an objective that indicates college performance at the end of a period. These are results-oriented and do not reflect a process.

Examples include: annual % FTE growth, measurable student satisfaction survey improvements, increase in the number of trainings for growth industries, % increase in wage gains following training.

**Topic Cards**

**Do you have any additional thoughts on the retreat input?**

Team A Issue: evaluate what’s working and effective; what’s not working; what’s missing; recommendations about strategies to address gaps.

**(If we decide to do more work) What are the Draft Goals or Desired Outcomes that will Best Solve The Issue?**

**Next Step:** Mary and Rand will draft revised goals and objectives. Use the retreat comments to help with the goal revisions. It was also decided that Mary would revise the following strategic issue question: ***“How can RCC attract students and meet workforce needs, promote pathways, grow distance learning and develop new programs.”***

Hand-Out: To help facilitate the development and discussion around the vision statement, Mary gave the team a copy of a chapter from John M. Bryson’s book entitled *Strategic Planning for Public and Nonprofit Organizations*. The chapter was titled “Establishing An Effective Organizational Vision For the Future,” on pp. 155-165.