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**YCCC Strategic Planning 2016-2017**

**Meeting Notes, November 17, 2016 (DRAFT)**

**Strategic Planning Members (**[x] **: indicates attendance)**

[x]  Nicholas Gill (Chair)

[x]  Cathleen Ferrick

[x]  Brittany Heaward

[x]  Margaret “Peg” Wheeler

[x]  Audrey Gup-Mathews

[x]  John Hall

[x]  Paul Gurney (committee recorder)

[ ]  Samuel Ellis

[x]  Melinda Gilliam

**1. Call to order and roll call**

* Meeting to order at 9:05 AM

**2. Approval of meeting notes**

* Draft minutes from the November 10, 2016 meeting approved with no changes.

**3. Review and approval of agenda**

* Agenda presented by Nicholas Gill (Chair) and accepted by a unanimous vote of the committee members present.

**4. Updates**

**4.1 Welcome Melinda Gilliam as the 2016-2017 student representative on the committee**

* Welcomed Melinda Gilliam, student representative to the SPC.

**4.2 Status of a possible locker room in the new Academic building**

* Nick Gill shared with the committee that the new academic building is not configured to add a locker room. However, the new building may open up an opportunity in the existing Wells building for locker rooms to support co-curricular and extra-curricular activities at YCCC.

**4.3 Overview of efforts to promote the “Actions & Initiatives” online survey**

* Nick Gill created and distributed posters and flyers promoting the community “dot” exercise. Additionally, email blasts were sent out to all major active YCCC community members and constituents.

 **4.4 Results (quantitative yield) from the survey (it is very good!)**

* Nick Gill provided the group with a comprehensive presentation of the results from the 64 respondents, which he presented top down. A copy of the matrix is avaialbe on the YCCC portal page for the committee: <https://my.yccc.edu/ICS/Campus_Services/Governance/Strategic_Planning_Committee.jnz>.

**5. Old business**

* None

**6. New business**

**6.1 Review grouped feedback and raw data from the survey (D)**

* Nick Gill provided the committee with a presentation which he codified and grouped the major themes.
* Academic Planning - Nick shared Academic planning was a major theme. We do not have scheduling software to meet the needs of the student like Southern, Maine. It is important to meet the needs of the students with a scheduling program. Academic scheduling is done only with an excel program at YCCC and we need more of an investment.
* The SPC committee reviewed the themes and provided the following comments:
	+ YCCC provides students with the same courses as other schools and students save money in comparison.
	+ The strength of the Lab Sciences at YCCC.
	+ Students flourish after going from YCCC to another school and Melinda agreed.
	+ Students feel bombarded with school choices and YCCC seems to be the school for poor kids.
	+ YCCC is a good investment at 1/3 of the price.
	+ The classes at YCCC transfer too.
	+ YCCC is a good value with outstanding faculty. More teachers at YCCC with PHD’s than UNH.
	+ A student can go here 3 years and transfer elsewhere.
	+ YCCC need’s to create new message providing students with comparable chart showing savings.
	+ The return on investment is much better here.
	+ It is important to get people to come to YCCC to see our site. Like when the Rotary came here and complimented the site.
	+ Referenced to PLA and the need to show people how easy it is to achieve goals.
	+ Associates Degree is the least valued and even below Certificates, need to turn this into an advantage on opportunity.
	+ Double major or major minor would increase investment.
	+ Federal aid limits this by only providing money for majors.
	+ YCCC could combine majors but would need to have established tracks.
	+ Committee member was an inter-discipline major, which was his double major.
	+ Institutional culture needs to be less reactive and communication is the key.
	+ The internal communications need some work, in office is excellent. For outside communications, we rely on advertising but need more marketing such as utilizing radio and hanging posters.
	+ People outsourced need to be reached enhance their knowledge and save companies money.
	+ YCCC needs testimonials so people who attend can spread the word.

**6.2 Discuss a good time for a community in-person “dot” exercise (A)**

* Nick Gill spoke to the group about the timing and he thought between Thanksgiving and Christmas on a Tuesday and Wednesday during lunch hour would be appropriate.
* Nick Gill provided the group with next steps; which should include creating a plan for next year; utilizing the mid-Café for events; budget for food, etc.….

 **6.3 Should it have an open-ended component? (D, A)**

* The group preferred to provide choices and fill-in-the-blanks as well as provide a comment.
* Show groupings to the Dean’s council for their input.

**7. Announcements**

* None

**8.** **Public Comment**

* None

**9. Adjournment**

* + Meeting adjourned by Nicholas Gill at 10:05 AM