



**Peralta Community  
College District**

**BERKELEY CITY COLLEGE**  
1974  
 TRANSFORMING LIVES

**COLLEGE OF  
ALAMEDA**

**LANEY  
COLLEGE**

**MERRITT  
COLLEGE**

Presentation to the Berkeley City College Roundtable  
 Updating the PCCD Strategic Master Plan

Dr. Robert Griffin and Dr. Jim Riggs  
 April 26, 2021

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## Why Focus on an Organizational Vision and Strategic Goals First?

**2021 – A New Normal that Calls for Community Colleges to Become World Class Organizations That Need to be Innovative and Continuously Improving**

1. The Realities of a Pandemic and Post-Pandemic World
2. Renewed Consciousness about Equity, and Social, Racial and Economic Justice
3. Accreditation and Accountability
4. Declining and Shifting Enrollment
5. Changes in Funding Structures, Priorities
6. Evolving State-wide and National Initiatives
7. For Peralta CCD – New College and District Leadership
8. Changing Population, Learning Needs and Job Market Realities

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## Planning Activities for Updating the Strategic Master Plan (SMP)

- Review Organizational Vision and Strategic Goals
- Develop General Descriptions for the Strategic Goals
- Establish Representative Key Performance Indicators for Each Strategic Goal
- Identify a District-wide Steering Committee to Oversee the Process of updating the SMP
- Develop a Process and Timeline for Regularly Reviewing the SMP
- Develop a Process of Integrating and Linking the Colleges' Educational Master Plans, Budget Process and Other District-wide Plans with the SMP
- Identify Person(s) and Groups Responsible for the Administration of the Plan

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## Planning Calendar for Updating the Strategic Master Plan (SMP)

**December 4, 2020** Initial Meeting with the District Executive Cabinet to Discuss Updating the District's SMP Including Timelines, Planning Assumptions, Planning Themes and Linking All District and Colleges Plans the SMP

**January 8, 2021** All Day Planning Retreat with the District Executive Cabinet to Develop a Draft Organizational Vision and Draft Strategic Goals for the Updated SMP. A Draft Planning Timeline was Also Discussed

**February 26, 2021** Met with Participatory Governance Council to Review the Planning Activities and Timelines, and the Strategic Goals

**March 23, 2021,** Board of Trustee Study Session on Updating the District SMP

**April 2021** Meet with the Respective Colleges' Governance Councils to Review the Process for Updating the SMP and Linking and Integrating the Colleges' EMPs with the Updated SMP

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## Planning Calendar for Updating the Strategic Master Plan (continued)

### Early April through Early May 2021

#### **Through the District Governance Process:**

- Finalize Definitions for Strategic Goals and Representative Key Performance Indicators
- Finalize a Calendar and Process for an Annual Review Cycle of the SMP
- Finalize the Process and Timeline for Integrating and Linking All Planning Processes and Plans Throughout the District
- Link the Updated SMP with the *CCCCO Vision for Success* and the *Call to Action*

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## Planning Calendar for Updating the Strategic Master Plan (continued)

Mid-May through July 2021 Draft Each Section of the Plan

Beginning of Fall Semester 2021 Present the Final Draft of the Updated SMP to Governance Groups, and College and District Constituent Groups

September 2021 Present the Updated SMP to the Board of Trustees for Consideration and Adoption

Fall 2021 Begin the Cycle of Updating the Colleges' EMP's

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### **Ongoing Administration of the Strategic Master Plan and Districtwide Planning Processes:**

- *Assuring that all Major District and Colleges Plans are being Linked to the Strategic Master Plan*
- *Guiding the Process of Developing and Updating the Colleges' Educational Master Plans*
- *Reviewing and Updating BP 3250 and AP 3250 to Identify the Role the Board of Trustees have in Strategic Planning*
- *Linking the Planning Process and Assessment Process to the Budget Allocation Process throughout the District*
- *Develop Plans for a Robust Process that Involves Community Input into a New Strategic Master Plan*

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### **Organizational Vision for the Peralta Community College District:**

- *Building a World Class Organization that is Innovative*
- *Using Continuous Quality Improve Approach in All Functions of the Peralta CCD*

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## ***STRATEGIC GOALS***

- 1. Improving the Student's Matriculation/Journey/Success*
- 2. Advancing Equity and Social/Racial Justice*
- 3. Strengthening Resources (Fiscal, Material IT/Facilities, Human)*
- 4. Addressing Functional Organizational Alignment/Processes*
- 5. Assuring a Safe and Healthy Environment*
- 6. Improving Organizational Climate and Culture*
- 7. Advancing Sustainable Environmental Stewardship*

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