

## ***Process Update: II***

The Strategic Planning process has reached the beginning stages of Phase 2 and, to date, has proceeded very smoothly. During the end of September, Stevens Strategy consultants facilitated the Stakeholder's Conference and formalized the charges to the work groups. In October, the Board of Trustees approved the charges; they were then presented to the work group point persons, formally kicking off Phase 2.

### **Stakeholder's Conference**

On September 21, 2009, Peirce College convened 58 individuals for a full-day Stakeholder's Conference to prepare for the second phase of the five-phase strategic planning process. Representing numerous internal and external constituencies, these individuals gathered with a common purpose – to contemplate Peirce's future. The main task was to review the strategic issues and extract strategic categories to serve as the organizing framework for Phase 2 of strategic planning.

The general feeling among participants appeared to be one of satisfaction with a productive day of good work and an eagerness to move successfully on to the next phase of the project. The conference goal of generating a committed, energized group of stakeholders to engage in the planning process appeared to have been met. In addition, the categories of strategic issues and discussion around the themes embodied in those categories have effectively set the stage for a successful Phase 2.

### **Fact Book**

A draft Fact Book was completed prior to the Stakeholder's Conference and distributed in advance to participants. Feedback from conference participants was solicited and collected to guide improvement of the product. Getting feedback from this group was particularly important because of the varied perspectives the participants represent. The result was the creation of an addendum which finalized the document intended to serve as an information resource for the work groups and others during Phase 2.

### **Charges Finalized**

The charges were finalized when they were approved by the Board of Trustees on October 2, 2009. The work group categories are as follows:

1. Mission, Identity, Branding, Marketing
2. Finance and Resources
3. Operations, Organizational Structure, Governance
4. Student Support Services and Career Development
5. Faculty
6. Alumni Development and Community Relations
7. Academic Programs and Students

Mr. Mergiotti met with the Point Person of each work group on October 5, 2009 and formally presented them with their charges. The work groups then convened to develop a work plan and discuss the charges.

### **Steering Committee**

Stevens Strategy consultants facilitated the first meeting of the Steering Committee on October 8, 2009. They discussed their role and responsibilities; reviewed the calendar, charges and

membership of the work groups; discussed the use of technology and student participation in the Open Campus Meetings and reviewed the Steering Committee's meeting schedule. They also agreed to accept three "lost" strategic issues, one of which was added to a charge in each of work groups 2, 4 and 6.

### **Market Survey**

Online surveys were distributed to prospective and current students, alumni, employers and the region at large. The surveys will close to respondents on Tuesday, October 19, 2009. Stevens Strategy will collect and analyze the data which will be available to the work groups during the last week of October.

### **Open Campus Meetings (Faculty & Staff)**

Stevens Strategy facilitated the first open campus meeting on Friday, October 16, 2009. Each point person group presented their formal charge, work group plan, and introduced the members of their work group. The College Community had the opportunity to ask questions of each point person.

The 2<sup>nd</sup> Open Campus Meeting will be held on Friday, November 20<sup>th</sup> and the 3<sup>rd</sup> Open Campus Meeting will be held on Friday, January 15<sup>th</sup>. Both meetings will be held from 10:00 a.m. - 12:00 noon in Rooms 51/52. Please mark your calendar now and plan to attend.

### **Open Campus Meetings (Students)**

In an effort to accommodate our working adult learners' schedules, additional Open Campus meetings will be held for students in the evening on Monday, November 23<sup>rd</sup> and Wednesday, January 20<sup>th</sup> from 5:00-5:45 p.m. in Rooms 51/52. Please mark your calendars now and plan to attend.

Students will have the option to participate synchronously through Adobe Connect. They will be able to connect online, view the presentations, and ask live questions via text chat. Up to 100 students will be able to participate in this format. An invitation containing login information will be sent prior the event.

Students will also have the option to view video links of the OCMs asynchronously through the Intranet. The OCMs will be recorded and synchronized to each work group's PowerPoint presentation to create seven video links that will be posted and available to students and employees on the Intranet. In addition, the Q&A portion of the student OCM will be recorded and posted as a link. Employees and students will be able to respond or ask questions via a threaded discussion on the portal.

In person Student OCMs will be held from 5:00-5:45 p.m. The facilitator will make an announcement at 5:30 p.m. and allow students in attendance to leave for class. Those interested and able could remain for an additional 15 minutes of Q&A. Students who are not able to attend these sessions on campus or stay for Q&A will be able to view the eight links (7 presentations and Q&A) and respond/ask questions via the threaded discussion on the portal.