

NOTES FROM STRATEGIC PLANNING UPDATE

OPENING DAY AUGUST 14, 2014

- Draft direction #1 should include the word “equity”
- Draft direction #2 should highlight what’s important, need to state it (i.e. equity).
- The K-12 system should be included in draft strategic direction #2 as it is part of our community.
- Draft strategic direction #2 should “spell out” what community involvement means to us. “Spell out” strategies for building partners and success (i.e. listening to faith leaders in the community).
- Draft strategic directions #1 and #4 should include matriculation and placement.
- Professional Development should be its own strategic direction, does not exactly go with fiscal responsibility.
- Draft strategic direction #1 should delete “strives” from sentence, if we are serious about equity need to include strength on the verb in the sentence.
- Academic Excellence should be in the strategic directions somewhere
- Students want to be a part of the community, staff love to work and be at LMC. Need to show more branding and market this more.
- Connection with the community (i.e. community service learning, outreach, etc.). Link LMC directly with the community.
- Public image and students transitions, promote excellence in faculty and staff. We need to market our Human Resources more. We have faculty and staff that graduated from UC, CSU, Harvard, Yale and they teach at LMC because they want to teach at a Community College. We have extraordinarily talented faculty and staff and we should market this more to the community.
- Student and community do not identify LMC as a transfer institution and that was surprising to hear. If we want to take this challenge seriously and change the opinion to make LMC the transfer institution then we need to focus on academic improvements and the involvement of our full-time faculty with our students and community.
- Have been dealing with the community perception for 40 years that LMC is not a transfer institution. Not sure how to change this perception, it is a real challenge and we should keep that in mind as we tackle it.