



Strategic Master Plan Project – Communications Bulletin #1:  
May 3, 2022, Meeting Recap

College of the Desert is planning its future direction, starting with developing its Strategic Master Plan (2022-2027), which will outline the College’s significant goals that will guide its decision-making. To ensure that the planning process is inclusive and grounded in transparency, the Work Group charged with developing the Strategic Master Plan will issue regular Communication Bulletins to keep all stakeholders apprised of project activities, benchmark achievements, and opportunities for input and feedback. This Communications Bulletin is the first of many project dispatches that will follow.

- 1. Strategic Master Plan (SMP):** The College’s Strategic Master Plan will serve as a road map to guide institutional decisions, ensuring that the College’s mission, vision, and values are operationalized and effectively resources. The Strategic Master Plan’s goals and objectives will help the College meet existing challenges and respond to changing conditions.
- 2. Project Timeline:** Initial project planning began in April 2022, and the final plan will be completed by November 2022.
- 3. SMP Work Group:** The 21-member SMP Work Group, which will help guide the development of the SMP, is composed of representatives from all employee groups. The SMP Work Group will also function as the “information conduit” for this project, so the names and contact information for the Work Group Members can be found on page 2 below and will also be posted on the SMP webpage. You are encouraged to reach out to representatives from your stakeholder group to ask questions and offer your input on the SMP.
- 4. Opportunities for Input:** Stakeholder engagement is a central part of the planning process, so please look for opportunities to participate in surveys, focus groups, charettes, speaking with your stakeholder representative, and other input activities, which will help the SMP Work Group develop strategic goals and objectives. You are encouraged to reach out to representatives from your stakeholder group to ask questions and offer your input on the SMP.
- 5. SMP Project Communications:** In addition to Communications Bulletins, stakeholders will also be able to access information on an ***SMP Project Webpage***, which will be available soon. You will also be able to submit comments, questions, and feedback through an “SMP Project Comment Portal,” which will be available on this webpage. The Work Group will review and publish responses to comments posted through the portal. Work Group agendas, minutes, and other information will also be available on the ***SMP Project Webpage***.
- 6. Mission, Vision, Values Survey:** Two major surveys will be conducted as part of the SMP planning process. The first of these will be the Mission, Vision, and Values survey. Stakeholder input on the College’s mission, vision, and values is critical, as these statements serve collectively as the cornerstone for all college planning. The Mission, Vision, and Values survey will be open on **May 9**, so please look for a link delivered via email. Because the Work Group knows what a hectic time of year this is, this 8-questions survey should take only 10 to 15 minutes (max) for you to complete. Summaries of the major themes that emerge from this survey will be communicated to the College community. They will also be the topic in future planning engagement activities, such as focus groups and charettes.

## Strategic Master Plan (SMP) 2022-2027 Workgroup Membership:

- **Facilitator:** Dr. Jessica Enders [jenders@collegeofthedesert.edu](mailto:jenders@collegeofthedesert.edu)
- **Administrators, appointed by Superintendent/President: 7**
  - 2 Executive Leadership
    1. Dr. Sara Butler [sbutler@collegeofthedesert.edu](mailto:sbutler@collegeofthedesert.edu)
    2. Dr. Christina Tafoya [chtafoya@collegeofthedesert.edu](mailto:chtafoya@collegeofthedesert.edu)
  - 3 Deans
    1. Steve Holman [sholman@collegeofthedesert.edu](mailto:sholman@collegeofthedesert.edu)
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  - 1 Director of Institutional Research
    1. Dr. Daniel Martinez [dmartinez@collegeofthedesert.edu](mailto:dmartinez@collegeofthedesert.edu)
  - 1 Director of Education Centers
    1. Dr. Scott Adkins [rsadkins@collegeofthedesert.edu](mailto:rsadkins@collegeofthedesert.edu)
      - Dr. Jessica Enders (back-up designee)
- **Faculty: 10**
  - 6 Senate appointees, one from each school, including Counseling
    1. Social Science/Arts – Vacant
    2. Math and Science – Vacant
    3. Communications and Humanities: **Maria Elena Diaz** [madiaz@collegeofthedesert.edu](mailto:madiaz@collegeofthedesert.edu)
    4. Health Science/Library/Child Development Education: **Kurt Spurgin** [kspurgin@collegeofthedesert.edu](mailto:kspurgin@collegeofthedesert.edu)
    5. Counseling: **Evelyn Trejo** [etrejo@collegeofthedesert.edu](mailto:etrejo@collegeofthedesert.edu)
    6. ASB: **Gwen Earle** [gearle@collegeofthedesert.edu](mailto:gearle@collegeofthedesert.edu)
  - 1 Senate President
    1. Dr. Kim Dozier [kdozier@collegeofthedesert.edu](mailto:kdozier@collegeofthedesert.edu)
  - 1 Distance Education / Instructional Design Coordinator
    1. Donna Greene [dgreene@collegeofthedesert.edu](mailto:dgreene@collegeofthedesert.edu)
  - 1 CODFA appointee
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      - Faculty Member of the Year 2022 Jorge Perez (back-up designee) [japerez@collegeofthedesert.edu](mailto:japerez@collegeofthedesert.edu)
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      - Robert Holmes (back-up designee) [rholmes@collegeofthedesert.edu](mailto:rholmes@collegeofthedesert.edu)
- **Staff: 3**
  - 2 CSEA appointees
    1. Jim Lilly [jlilly@collegeofthedesert.edu](mailto:jlilly@collegeofthedesert.edu)
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  - 1 Confidential
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- **ASCOD appointee: 1** (1 will vote; the other is backup)
  - Bronwyn Horton, Officer of Academic Affairs [ascodoaa@collegeofthedesert.edu](mailto:ascodoaa@collegeofthedesert.edu)
  - Allen Pahl, Officer of External Affairs [ascodoea@collegeofthedesert.edu](mailto:ascodoea@collegeofthedesert.edu)