



## Strategic Master Plan Project – Communications Bulletin #4

June 21, 2022

**Strategic Master Plan (SMP):** *The College’s Strategic Master Plan will serve a road map to guide institutional decisions, which ensure that the College’s mission, vision, and values are operationalized and effectively resourced. The Strategic Master Plan’s goals and objectives will help the College successfully meet existing challenges and respond to changing conditions.*

**1. SMP Work Group:** The names and contact information for the SMP Work Group Members can be found below and will also be posted on the **SMP webpage**. The SMP Work Group is meeting this summer, so please continue to reach out to representatives from your stakeholder group to ask questions and offer your input on the SMP.

**2. Mission, Vision, Values Survey:** If you have not already participated in this survey, please look for a link delivered via email and encourage students to also take part in the survey, which was emailed to them. Students who complete the survey and send a confirmation with their contact information to [SMP@collegeofthedesert.edu](mailto:SMP@collegeofthedesert.edu) will be entered to win one of three \$50 Visa Gift cards. The survey will remain open through August.

**3. Phase 2: Investigate (May - July 2022):** The SMP Work Group is currently examining external environmental data, which is reported for Coachella Valley as a whole and also for CV cities and is disaggregated by race/ethnicity, age, and gender whenever possible. External data sets currently under review include, but will not be limited to population demographics, educational attainment, household size, median household income, unemployment, poverty, computer and internet access, K12 trends, Adult Education, and labor market information. Additionally, the SMP Work Group will be utilizing “opportunity mapping” information from the California Department of Fair Housing and Community Development and California Tax Credit Allocation committee. This tool measures and visualizes place-based characteristics linked to critical life outcomes and identifies inter-related factors and regional characteristics that support positive economic, educational, and health outcomes for low-income families. For more information and access to this dynamic planning tool, please visit:

<https://belonging.berkeley.edu/2022-tcac-opportunity-map>.

**4. SMP Project Webpage:** SMP project documents and information will be posted on a webpage, which is currently in development and will be published in the next few weeks. This webpage will include a “SMP Project Comment Portal,” through which you will also be able to submit comments, questions, and feedback. The SMP Work Group will review and publish responses to comments posted through the portal.

### SMP Work Group Roster

- **Work Group Facilitator:** Dr. Jessica Enders - [jenders@collegeofthedesert.edu](mailto:jenders@collegeofthedesert.edu)

- **Administrators (Superintendent/President Appointees)**
  - Executive Leadership
    1. Dr. Sara Butler [sbutler@collegeofthedesert.edu](mailto:sbutler@collegeofthedesert.edu)
    2. Dr. Christina Tafoya [chtafoya@collegeofthedesert.edu](mailto:chtafoya@collegeofthedesert.edu)
  - Deans
    1. Steve Holman [sholman@collegeofthedesert.edu](mailto:sholman@collegeofthedesert.edu)
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  - Director of Institutional Research: Dr. Daniel Martinez [dmartinez@collegeofthedesert.edu](mailto:dmartinez@collegeofthedesert.edu)
  - Director of Education Centers: Dr. Scott Adkins / Dr. Jessica Enders (designee) [rsadkins@collegeofthedesert.edu](mailto:rsadkins@collegeofthedesert.edu)
- **Faculty**
  - Senate Appointees (One per School, including Counseling)
    1. Social Science/Arts - Pending
    2. Math and Science - Pending
    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)
  - Senate President: Dr. Kim Dozier [kdozier@collegeofthedesert.edu](mailto:kdozier@collegeofthedesert.edu)
  - Distance Education/Instructional Design Coordinator Donna Greene: [dgreene@collegeofthedesert.edu](mailto:dgreene@collegeofthedesert.edu)
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- **Staff**
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- **ASCOD** (1 Voting; 2<sup>nd</sup> appointee 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)