

SECTION C

INTEGRATION OF COLLEGE AND DISTRICT PLANNING

INTEGRATION OF COLLEGE AND DISTRICT MASTER PLANNING

Strategic master planning for the San Diego Community College District (SDCCD) is delegated to a district participatory governance committee that includes representatives from Mesa, Miramar, and City Colleges and Continuing Education, with administrative, faculty, and classified leadership representatives. The committee reports to the District Shared Governance Committee (DSG). The Strategic Planning Committee sets overall strategic planning priorities that are common to all district colleges and continuing education. The planning priorities emerge from district, college and continuing education mission and goals, from the San Diego region's educational, workforce and economic development needs, from external mandates, and from the Board of Trustees' priorities. These planning priorities are outlined in ***Achieving Student Success: Strategic Planning Priorities (2008-2012), San Diego Community College District***. See Appendix 3.

Two major studies informed the strategic master planning process. These are:

1. District Economic Impact Report (Fall 2004)
2. District Environmental Scan Report (Spring 2006) May be accessed online at <http://ispt.sdccd.edu/educational.html>

Environmental Scan Conclusions

Demographics

- San Diego has become a “minority majority” city.
- Population growth for the San Diego region will continue over next 25 years but will lead to significant differences in demography.
- The Hispanic population will increase from one quarter to one third of the population.
- There will be an increase in the proportion of the older population.
- Increased population growth will occur in the downtown and inner-ring areas.

Economics

- San Diego is a post-industrial city with a diversified economy.
- Important employment sectors include:
 - A large service sector employment.
 - High-wage knowledge-based services: biotechnology, telecommunications, software, financial services.
 - Many low-wage service jobs.
 - A significant numbers of middle-class, blue collar jobs—construction, wholesale trade, and transportation.
- The Associate degree has increasing value in the work place, particularly in high-technology and knowledge-based occupations.

Education

- The SDCCD needs to focus on:
 - The K-12 pipeline to community colleges.
 - Reaching underserved, new populations: adult population; growing families by degrees.
 - A multi-faceted approach to marketing SDCCD.
 - Developing active partnerships with private sector.
 - Leverage San Diego's highly wired population: leadership in online education.

The diagram on the following page maps out the functions, responsibilities and relationships between the district and the college in strategic planning.

Diagram #7. Strategic Planning Development: A Mapping Process

Premise

- Effective planning is a priority of the SDCCD Chancellor and Board of Trustees.
- The Board has a leadership role in planning.
- Accreditation mandates requiring effective planning and planning linkages are integral to the planning processes for the colleges.
- The SDCCD colleges recognize the need for cyclical planning process to impact educational and facilities plans as well as budget development and allocation processes.

