



College Planning Committee Updates

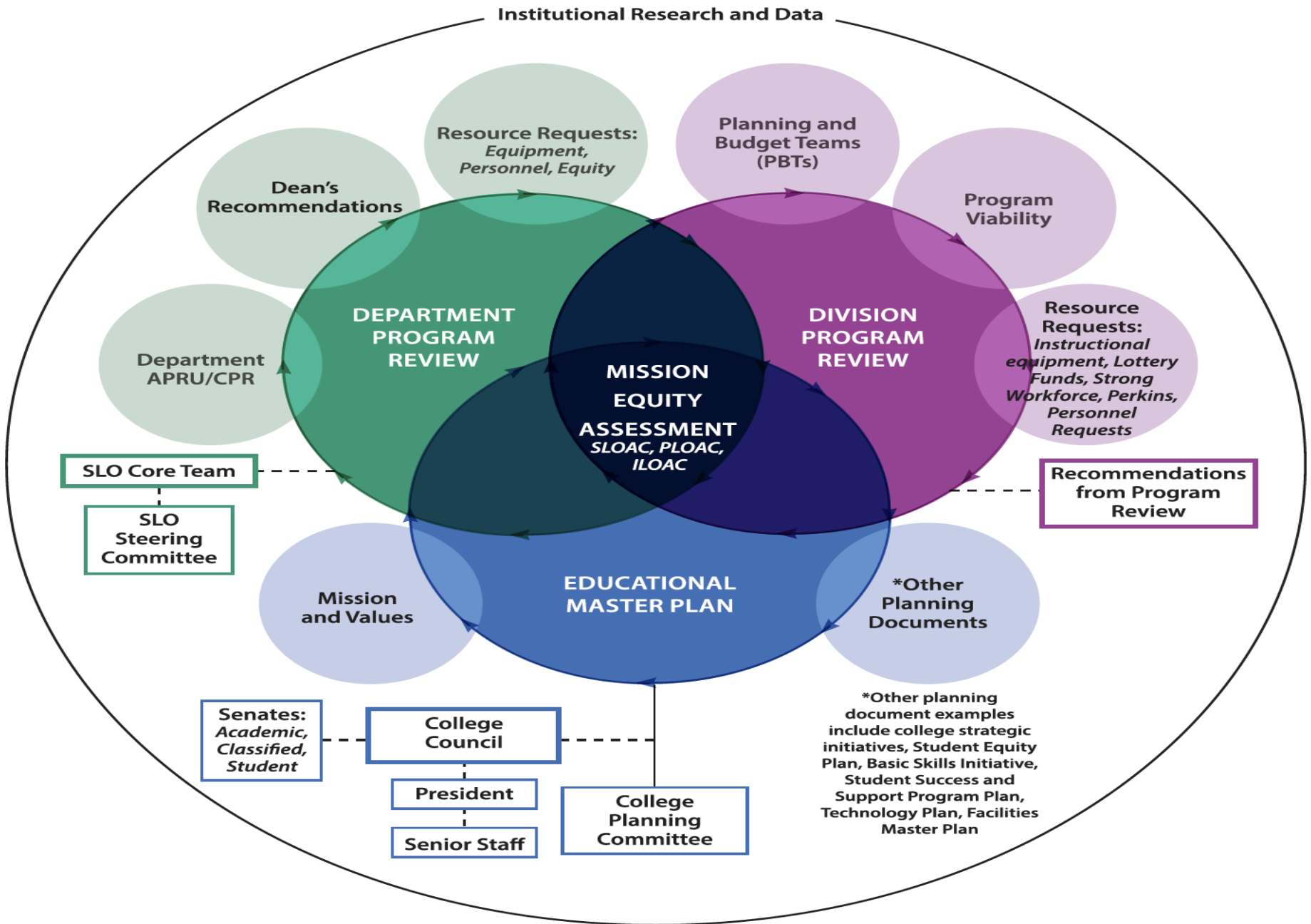
Spring 2018

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- Review key external and internal trends
- Review mission statement and strategic initiatives
- Develop a vision statement
- Conduct collegewide dialogue and activities around the mission, vision and strategic initiatives



Institutional Effectiveness Process



STRATEGIC INITIATIVES

Outreach

Student Success
and Retention

Equity

Civic Engagement

MANDATED PLANS

Basic Skills
Innovation Program
(AB 705)

Strong
Workforce
\$\$\$

SSSP, Equity, BSI
Integrated Plan
\$\$\$

Guided
Pathways
\$

MANDATED PLAN THEMES

Increase Completions
of Historically
Underserved Students

X

X

X

X

Increase Overall
Student Completions

X

X

X

X

Increase Student
Supports

X

X

X

X

Provide Clear
Pathways

X

X

X

X

Reduce Basic Skills
Course Sequences

X

X

X

State of the Valley 2018

<https://jointventure.org/events/state-of-the-valley>

Age + High School Graduates

Age

- 17 and under decreased by 0.2%
- 18-24 decreased by 1.5%
- 65 and older increased by 1.5%
- Birth rates peaked 18 years ago and consistently decreased through 2017

High School Graduates

- 10% of students do not complete high school, down from 12% six years ago
- 54% are not eligible for UC or CSU – increased from 47% six years ago

- Unemployment at 3%
 - Latina/o and African American residents continue to comprise the largest unemployed group
- 50% of all jobs are in Community Infrastructure and Services (+23%) (healthcare, social services, retail, food services, education, construction, transportation, banking, warehousing and storage)
- 26% (+35%) in Innovation and Information Products and Services (technical research, software, telecommunications manufacturing, pharmaceuticals, biotechnology, I.T. repair services)
- 16% (+21%) in Business Infrastructure and Services (engineering, goods movement, legal, investment and employer insurance, marketing, advertising, public relations)

Housing + Commuting

Housing

- Median home price +7% in 2017 = \$968,000
 - Highest in nation
- Rental costs are flat
- Rise in multigenerational households between 18-40 years old
 - More young adults living at home

Commuting

- +17% in commute times = additional 43 minutes per commuter
- 70% drive alone
- Public transportation use down 15%

Poverty

- High-income, low-poverty region – 8.6% poverty rate compared to 14.4% in California
 - Poverty rate is three times higher for minority groups
- 1 in 10 children live in poverty
- More than 1/3 of students ages 5-17 receive free or reduced-price school meals
- 30% of all households do not earn enough money to meet their basic needs without public or private assistance



What does this mean for us?

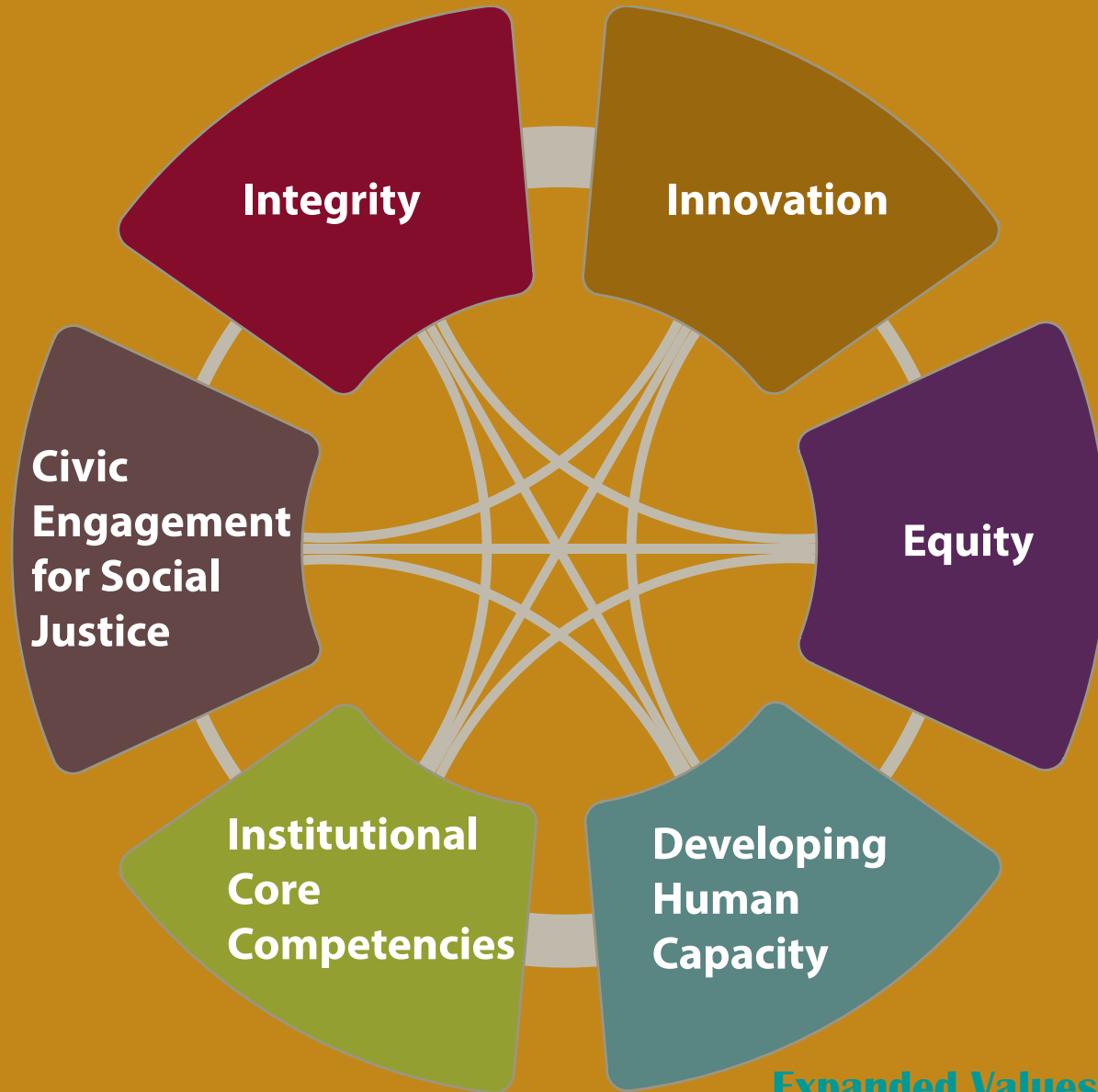
- Fewer college-aged students in the Valley is an ongoing trend
 - What enrollment number is sustainable in light of the continued enrollment reductions?
 - As fewer students are eligible for a state university, how can we get them to enroll here?
- Commute times continue to grow
 - What can we do as a college to help students, faculty and staff in this area?
- Wage growth has not kept pace with inflation
 - What services can we provide to students and their families to ensure their basic needs are met while attending De Anza?
- Largest area of employment growth: innovation and information products and services
 - Are we aligning with employment growth in the Valley, including through liberal education, transfer preparation and degrees, and career technical education?

Vision, Values and Mission

Vision Statement - Draft

“Empower all students to attain their educational goal, develop an equity-based mindset, and become civic leaders in their community.”

Values



[Expanded Values Statement](#)

Poll Anywhere

What is the first thing that comes to mind when thinking about “De Anza College”?

https://www.polleverywhere.com/free_text_polls/QgVm4ps0T0ktEhc

Mission Statement

De Anza College provides an academically rich, multicultural learning environment that challenges students of every background to develop their intellect, character and abilities; to realize their goals; and to be socially responsible leaders in their communities, the nation and the world. The college engages students in creative work that demonstrates the knowledge, skills and attitudes contained within the college's Institutional Core Competencies:

Communication and expression

Information literacy

Physical/mental wellness and personal responsibility

Civic capacity for global, cultural, social and environmental justice

Critical thinking

Next Steps

- Review feedback from shared governance groups
- Circulate revised or reaffirmed mission, vision and strategic initiatives to governance groups for adoption in early fall 2018
- Provide feedback to your college planning committee representative or to Newellmallory@deanza.edu



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