



PLANNING & RESOURCE COUNCIL

AGENDA

May 18, 2011

Purpose: **Participatory Governance Leaders Meeting**
Location: **PRESIDENT'S CONFERENCE ROOM**
Time: **1st & 3rd Wednesday - 1:30 p.m. to 3:00 p.m.**

DATE May 18	AGENDA TOPIC	DISCUSSION LEADER	EXPECTED OUTCOME
1:30	Introduction of Guests	Miner	
1:35	Approval of Minutes for May 5, 2011*	Miner	Approval
1:35 - 1:45	KCI Strategic Plan	Krause	Draft Approval
1:45 - 2:00	Accreditation - Final Reading	Hueg	Approval
2:00 - 2:20	ESMP v2.0 - 1 st Reading	Kuo	Information/Discussion
2:20 - 2:30	OPC Update		Approval
2:30 - 2:45	IP & B Survey for Planning & Resource Allocation Assessment	Kuo/Gilani	Information
2:45 - 3:00	Questions/Rumors/Announcements	Miner	Information

***ATTACHMENTS:**

Minutes 5.4.11

KCI Strategic Plan

OPC request to date

End of Year Ceremonies - Master Calendar

Accreditation Report to be presented to board on June 6, 2011 - moved from June 20, 2011



FOOTHILL COLLEGE

**PLANNING AND RESOURCE COUNCIL
MINUTES
May 4, 2011**

IN ATTENDANCE:

Anderson, Balducci, Bourquin, Bowie, Casey, Cellilo, Chenoweth, Davison, Day, Dehnad, Gallagher, Heiser, Hueg, Kuo, McAlpin, Meade, Miner, Myers, Noone, Oeh, Ong, Okamura, Orrell, Patyk, Schreiber, Southerby, Starer, Stenger, Swett, Taketa, Treanor

ANNOUNCEMENTS AND INTRODUCTIONS – MINER

Guests: Chris White, Bob Cormia for Dolores Davison

APPROVAL OF MINUTES FOR APRIL 20, 2011

TRANSFER CELEBRATION DATE IS JUNE 15 – NOON TO 1:30 – LIBRARY QUAD

DELETE COMMENT TO JUDY

ADD: EXPECT THAT HALF OF THE CTIS COURSES WOULD NOT BE OFFERED NEXT YEAR

APPROVED BY CONSENSUS AS AMENDED

ITEM I - ACCREDITATION UPDATE - ORRELL

First draft is now available as a complete document on the Accreditation webpage. With the exclusion of placeholders: i.e. pages with Latin verbage will be replaced. The document is at 234 pages. Pam Parker was commended for her outstanding work in formatting. Links will be added when completed.

Planning Agendas are not complete – should be ready for next PaRC along with Accreditation Report ready for PaRC approval.

ACCJC Workshop at West Valley – Barbara Beno, President of ACCJC, indicated that the “best practices” being recommended were similar to our planning process at Foothill. It was also recommend that the Master Plan and Program Review be done on an annual basis – as we already do.

ITEM II - ARCC UPDATE - KUO

See Powerpoint

This report measures performance indicators.

Will go to board for approval and be shared with Accreditation team.

Moved format from Strategic Planning to Core Missions.

It was noted that the District’s goals are driven by the colleges’ goals, not the other way around.

ARCC will measure the targets that we have identified. All info is available on website – WE ARE PAGES 272-277

ACTION : Get Peer groups definition in basic skills for data presentations.

NEXT STEPS:

PaRC approval of goals, metrics and targets

Revising the ESMP - Will identify how core mission groups will be helping with that process.

If budgets are slashed, goals won't remain the same – have been working in "this moment in time."

Each workgroup will identify how to use funds available to them and how they can cross identify and help each other. With the Master Plan being revisited each year, the targets can be revised.

The current base-line for transfer is on the website and in our self study so we know where will be in 4 years.

Goals – keep in mind - despite the budget woes, we would work toward same goals. Measuring against our progress – but comparing to peer groups, we'll see how well we are doing compared to other Community Colleges. Will be able to determine if it is budget that has gotten in our way.

There are ways to measure success other than ARCC- don't always have to be burdened by what other people tell us. Those should come forward from the working groups so they are documented.

Be careful not to teach to the exam, i.e. ARCC metrics. Targets are good for accreditation but have to have realistic measures within the college.

These goals are just the foundation so the workgroups can go forward and expand their metrics.

Noted that some things will never be quantifiable. Example; independent living for DSPS students – must acknowledge that work and those successes.

ITEM III – ESMP REPORT – KUO

See Powerpoint

See timeline for update to ESMP v2.0

ACTION: May 18 slated for PaRC approval, however, will defer approval to last meeting in June – May 18 will be 1st reading

ITEM IV - OPC/BUDGET UPDATE - TREANOR

No report

ITEM V - MINER

QUESTIONS/RUMORS/ANNOUNCEMENTS

Articulation Conference – Research and Planning group of CCC did presentation on factors that challenge students in CTE (Career & Technology Education) programs and identified best practices that facilitate transfer. See links:

<http://rpgroup.org/content/cte-transfer-general>

Home Page: Occupational/CTE Transfer Project

<http://rpgroup.org/content/cte-transfer-practitioner-survey>

Three-page summary of 400 responses to a statewide, online survey on factors that challenge transfer by students enrolled in community college CTE programs

<http://rpgroup.org/content/engineering-transfer-student-voices>

Advice to students and institutions from students who successfully transferred into BS Programs in Engineering

Profiles of community college students pursuing transfer in engineering

Summary of brainstorm conducted in Intro to Engineering course in a CC on what students, CCs and four-year colleges can do to support transfer in Engineering

Presentation by CCC on data regarding transfer rates and aggregate data for whole system was presented - we will contact them to find out where we stand.

UC's are raising their TAG GPA to at least 3.0 or higher.

CVC (California Virtual Campus) – see their link

New resource available to students trying to complete a degree or do one on-line, the website links where classes are available plus many other resources. They are looking for student feedback on their site.

FH Career Networking Conference - was a huge success.

Apple, Cisco, Mt View Chamber among those represented.

Each shared what took place for them in their college experience and how it supported their success and how they became successful employees.

Kudos to Fatima Jinnah and Karen Oeh for their planning and execution.

May 16th is Classified Appreciation Week – resolution passed by Board last week. There will be a celebration in the Admin Bldg. Tips will go to Classified Senate scholarship fund.

Margo Dobbins lost her house to a fire. Donations are being collected by DSPS division office to support her during this difficult time.

West Valley Mission merger rumor – because it is so misinterpreted, all discussions will cease. Will still talk about collaboration of Ed Center when permanent home is found.



Strategic Plan 2011 – 2014

Mission

The KCI mission is to design and implement innovative professional development education and training, with an emphasis on technology integration, to support the diverse workforce needed to compete in the knowledge economy.

Vision

Transforming the workforce through excellence in innovative instructional technology practices and solutions.

Core Values

Innovate, Educate, Empower

Background

The KCI has a ten year history of delivering educational technology courses and programs to K-12 educators, primarily in the public school domain. It has built a reputation on intensive summer institutes that it conducts for educators, as well as the courses it provides throughout the year. The KCI has traditionally focused on developing courses and programs and on evaluating and improving its methodologies.

- MERIT (Making Education Relevant and Interactive through Technology): A research-based, educator development program that focuses on collaborative Web technologies, open source resources, and project-based learning to transform teaching methodologies and improve student learning outcomes. (Total program is 10 units, 11 months)
- FAME (Faculty Academy for Mathematics Excellence): A program that concentrates on increasing content knowledge for teaching algebra and pre-algebra topics in middle school and provides guidance on how to integrate technology into mathematics instruction to improve student engagement and achievement. (Total program is 5 units, and 7 months)
- FASTtech Classes: An opportunity for educators, students and community members to develop specific technology skills in short classes offered weekday afternoons, evenings or weekends. (course units range from 0.5 to 2 units)

The KCI's other key focus has been on partnering with education oriented nonprofits and foundations to serve the educator segment. Based on this experience and success, the KCI is uniquely positioned to address many of the critical issues facing education and workforce development.

Critical issues the KCI is positioned to address

In Silicon Valley we have myths and assumptions about the prevalence and access to technology within our school systems. In reality student access to technology and the ability of many districts to support technology is ad hoc across districts and nonexistent in some districts. As a result, educators, students, and the future workforce are at a severe disadvantage as the global economy increasingly becomes our reality. The current budget climate in California only adds to the criticality of this picture. The KCI plays a leadership role, built on a solid track record, in addressing a number of these critical issues.

- Educators are slow in adopting the technology skills required to prepare students for the knowledge economy. Educators need to prepare for the new state technology standards, which will be tested in 2012.
- Students, primarily the underserved at the elementary and secondary level, are not adequately prepared in STEM to compete in college or in the workforce.
- The current teaching methods practiced in most schools do not foster a desire in students to pursue STEM careers.
- Silicon Valley companies focused on emerging technologies find it difficult to hire local employees with adequate 21st century workplace skills, such as creativity and innovation, critical thinking and problem solving, communication and collaboration, and technology skills.

KCI Outcomes to address critical issues:

The outcomes we strive for are centered on our core values: *Innovate, Educate, Empower*. We *innovate* through transforming curriculum, practice, teaching, and learning. We *educate* one of the most important workforce sectors—teachers and educators—and are now broadening our target audiences to include other workforce groups. Ultimately, we seek to *empower* the workforce through effective practices that transform the learning experience.

The following outcomes provide guidance for our decision making, including the setting of priorities for the organization.

1. Inspired elementary, secondary, and college educators with 21st century skills in teaching and learning content, technology, pedagogy (TPACK).
2. Highly educated students in STEM, who are prepared to compete in the knowledge economy.
3. A better skilled workforce that can support emerging technologies in Silicon Valley.
4. KCI is a leader of professional development in California.
5. KCI programs are nationally recognized.

These outcomes are enabled by engaged and talented instructors and staff focused on innovation, a state-of-the-art educational technology facility, and revenue stability and expansion.

Key Strategies to achieve outcomes:

Based on 10 years of success, the KCI is poised to substantially expand its audience base and reputation. The theme that underpins the 2011 – 2014 strategic plan is replication and expansion, specifically with a science, technology, engineering, and math (STEM) emphasis. The chart below outlines the **key strategies** the KCI will pursue and commit resources to.

	<p>Expand Services and Audiences</p> <p>Broaden traditional public educator target audience to include administrators, school IT staff and higher education institutions; charter schools, private schools, and home school associations.</p>
	<p>Acquire new target audiences (clients) by developing ability to easily create, update, and repackage courses and replicate programs to appeal to new audiences focused on career development. Focus more resources on creating online courses.</p>
	<p>Actively engage with FHDA district faculty and staff to improve technology integration into the current and emerging curriculum, as well as FHDA workplace.</p>
Expand Partnerships	<p>Form partnerships with other nonprofits, associations, higher education institutions, and industry that increase the KCI's ability to successfully accomplish its vision and mission.</p>
Expand Reputation	<p>Broaden KCI's reputation as an educational technology practices and solutions leader through new business initiatives. Actively publish results of KCI programs (examples: eSchool News, Edutopia, Educational Technology, social media, local newspapers).</p>
Ensure Revenue Sustainability	<p>Develop and execute a plan to increase funding through grants and donations. Explore/develop potential revenue streams based on consulting services and/or program development.</p>
Build Organizational Capacity	<p>Develop dynamic marketing plan that supports key strategic areas and initiatives</p>
	<p>Improve KCI operations: Streamline processes; project management and planning; financial processes</p>
	<p>Implement KCI Advisory board</p>

Audiences the KCI will serve

A key theme for the 2011-2014 strategic plan is expansion, and this is most evident in the audiences we will increasingly serve as we broaden our programs and reach.

- Elementary, secondary, and college level educators in public and private schools
- School administrators and IT staff
- School districts
- Home school organizations
- Workforce seeking to upgrade their skills
- Students seeking education and certificate programs focused on emerging technologies and industries
- FHDA administrators, faculty and staff

3-Year Strategic Initiatives

This section summarizes the proposed initiatives that support the expansion and replication of the KCI and directly support the key strategies. It also includes the priorities for 2011-2012.

Broaden traditional educator target audience to include administrators and school IT staff, charter schools, private schools, and home school associations.

- MERIT, FAME, Fast Tech Programs—continue to develop and evolve
 - Tap new markets: charter schools, private schools, home school associations
 - Continue to develop evaluation approach and rigor
 - Explore partnership with De Anza, SJSU, CSU Monterey Bay, and CSU East Bay
- Determine what Adobe courses should be kept as part of FastTech curriculum.
- Redesign Administrative Ed Tech courses and certificate
- Selectively update online courses and develop new online courses
- Develop and launch certificates related to instructional design and technology
- Develop new technology curriculum for science; leveraging NSF and partners

Acquire new target audiences (clients) by developing ability to easily create, update, and repackage courses and replicate programs to appeal to new audiences focused on career development.

- Completely review and revise the current KCI course offering catalog.
- Package existing courses for career development audiences.
- Partner with San Bruno Unified School District to launch the Danford Center for Innovation as the PD provider of a certificate program and other classes.
- Acquire new part time instructional staff and contractors with expertise in specific programs.

Actively engage with FHDA District faculty and staff to improve technology integration into current and emerging curriculum.

- Actively partner with Foothill and De Anza Professional Development organizations to include KCI courses and training in the professional development plans. Host FHDA staff and faculty events.
- Create Instructional Design and Technology courses for community college instructors and administrators. Market/push statewide.

- Partner with Fine Arts Division (FA) on the new multimedia, video production lab and on developing contract education classes. Become professional development arm of FA to serve industry.

Form partnerships with other nonprofits, associations, and industry that increase the KCI's ability to successfully accomplish its vision and mission.

- Determine target list of new high-priority partners and develop plan to engage in new partnerships (examples: SVEF, Cisco, Google).

Broaden KCI's reputation as an educational technology practices and solutions leader.

- Provide Technology consultant services for school districts as a fee-for-service
 - Potential pilot at Campbell Union School District
 - San Mateo Co. STEM Academy
- Actively publish results of programs in key educational technology publications, at conferences, and web venues.
- Develop KCI program replication plan; seek funding to implement the plan.

Develop and execute on a plan to increase funding through grants and donations.

Explore/develop potential revenue streams based on services.

- The Goal is to develop an endowment with \$4M in funds (\$2M in teacher scholarships; \$2M for teacher in residence position) by 2012.
- To support the growth of the Center's activities and the additional staff that is needed, the desire is to increase funding by \$250K annually over the next 3 years.

Build Organizational Capacity by improving marketing capabilities, operational processes, and implementing an advisory board

- Develop a dynamic marketing plan focused on specific delivery channels
 - Develop and implement social media plan (examples: blogging, Facebook) coupled with the update of the KCI web site
 - Continue to refine direct mail capabilities to increase effectiveness and reduce costs
 - Continue to hone Constant Contact usage and assess whether additional CC functionality is worth the investment
 - Explore what type of special event would have the highest ROI for the organization
- Conduct KCI operational process review and select highest priority processes for improvement.
- Institute a KCI Advisory board to improve oversight and increase outreach in the community.

Prioritized List of Strategic Initiatives for 2011-2012

The management team went through a prioritization process to narrow our focus and arrive at the key priorities for 2011-2012.

Priority	Initiative
1	MERIT, FAME, EdTech Administrator Programs—continue to develop and evolve <ul style="list-style-type: none">• Tap new markets: charter schools, private schools, home school associations• Continue to develop evaluation approach and rigor• Explore partnership with De Anza, SJSU, CSU Monterey Bay and CSU East Bay• Develop approach for program replication
2	Completely review and revise the current KCI course offering catalog in preparation to repackaging
3	Develop Marketing Plan to support key initiatives with an emphasis on improving the KCI web presence and introducing social media elements (Blogging, Facebook, etc).
4	Determine target list of new high-priority partners and develop a plan to engage in new partnerships (examples: SVEF, Cisco, Google).
5	Continue to develop an endowment with \$4M in funds (\$2M in teacher scholarships; \$2M for teacher in residence position) by 2012.
6	Actively partner with Foothill and De Anza Professional Development organizations to include KCI courses in the professional development plans. Develop professional development courses with the Fine Arts Division.
7	Explore developing a revenue stream based on a fee-for-service model
8	Develop KCI program replication plan and seek funding to implement plan. Actively publish results of programs in key educational technology publications, at conferences, and web venues.

KCI Partners

The KCI has adopted a tiered approach to partnership, which allows for focusing our efforts. The highest level will be our strategic partners, and we will target organizations that exhibit common goals, have resources to complement KCI resources, and improve our access to target audiences. Ideally these organizations will have marketing capabilities and provide entre to groups we do not currently have access to. They must also have excellent reputations and credibility in the community and state, solid funding, and complement the KCI as we serve our mutual client needs.

Tier 2 Partners:

While Tier 2 partners are important to the work that KCI performs, our engagement will be more opportunistic. Tier 2 partners may become strategic partners if warranted.

Funders and Donors

The KCI is fortunate to have a relatively stable pool of funders and donors over the last ten years. However, we need to journey outside our current comfort zone of funders. To do this, the KCI needs to hire or build more skills in fundraising to increase our reach. Our working relationship with the Foothill/De Anza Foundation staff also needs to be more clearly defined, and building a relationship with the new executive director will be important. With our traditional funders, our emphasis should be on how we are broadening our scope and launching new initiatives to maintain momentum and create a sense of excitement.

KRAUSE CENTER FOR INNOVATION

Innovate, Educate, Empower

The Krause Center for Innovation at Foothill College (KCI) has served the professional development needs of K-12 teachers, administrators, and educational leaders for more than 10 years. The vision of the KCI is to be the premier educational technology professional development center for educators working in every role at any level of an educational system. Through its college level classes, training workshops, educational programs, certificate programs, and special events, the KCI provides practical experience in integrating innovative educational technologies into the curriculum using multimedia, Web, audio-visual, and computer-based technologies. In demonstrating the three core values, innovate, educate, and empower, the KCI prepares educators to allow them to pass their newly enhanced educational technology knowledge and abilities on to their students.

www.krauseinnovationcenter.org



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Foothill De Anza Community College District Board of Trustees

Joan Barram; Betsy Bechtel; Pearl Cheng; Laura Casas Frier; Bruce Swenson; Etienne R. Bowie, Foothill Student Trustee; Thomasina Russaw, De Anza Student Trustee.

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YEAR-END CALENDAR 2011 FOOTHILL COLLEGE CAMPUS EVENTS Updated 5/10/11			
Date	Time	Event	Location
20-May	6:30 - 9:00	FH International Students Dinner & Show	Smithwick theatre
24-May	5:00 - 7:00	Middlefield BBQ	Mdlfd Campus
25-May	12:00 - 1:00	FH Music Faculty Recital (w/Judy Miner)	Appreciation Hall
1-Jun	2:00- 4:00	FH BSS Celebration of Excellence	5001
8-Jun	12:00-1:30	FH Fine Arts Division Awards	Appreciation Hall
8-Jun	4:00 - 6:00	FH End of Year Celebration	Dining Room
9-Jun	6:30 - 8:30	FH Puente Celebration	
10-Jun	1:00 - 3:30	FH PSME Awards	4301
10-Jun	1:30 - 3:00	FH Language Arts Division Awards	Language Arts Courtyard
15-Jun	12:00 - 1:30	FH Transfer Grads Luncheon Celebration	Library Quad
15-Jun	8:00 - 3:00	FH Pass the Torch	Hearthsde Lounge
15-Jun	4:00 - 7:30	FH ALD Student Recognition Celebration	Hearthsde Lounge
15-Jun	1:00- 3:00	FH NASA Internship Graduation	NASA Ames
16-Jun	6:00 - 7:30	FH Transition to Work Graduation	Appreciation Hall
17-Jun	4:30 - 6:00	FH EOPS Celebration	Campus Center Plaza
23-Jun	5:00 - 7:00	FH Dental Assisting Graduation	5301
23-Jun	6:30 - 7:30	FH Radiologic Technology Graduation	Smithwick theatre
23-Jun	5:30 - 8:00	FH Reconcimiento - FH Latino Student Recognition	Appreciation Hall
23-Jun	6:00 - 7:30	FH Middle College Graduation	Los Altos High School Theater
24-Jun	3:00 - 5:00	FH Asian/Pacific American Student Recognition	KCI
24-Jun	6:00 - 7:30	FH Commencement	Library Courtyard
24-Jun	3:00 - 4:30	FH Dental Hygiene Graduation	Room 5001
24-Jun	3:00- 4:30	FH Harambee (African American Network)	Campus Dining Hall
24-Jun	3:00- 4:30	FH Veterinary Technology Ceremony	VTLab #8507
		FH Pharmacy Tech Ceremony	Mdlfd Room IA
		FH Respiratory Therapy Ceremony	Appreciation Hall
		FH Paramedic	Appreciation Hall

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