

ASSESSMENT OF THE PAST PLANNING PROCESS
Performed by the College Academic Master Plan Committee
Presented to the College Academic Senate, May 2009

Assessment

Although the first iteration of the college academic master plan evolved through a messy and chaotic process, order and success were in the end achieved. A summary timeline of the planning process is presented on the back of this document. Given the multicampus nature of the institution, it is unlikely that any other process than the one followed would have sufficed to create the level of involvement and “buy-in” the current academic plans enjoy. Much good work was done and continues to be done.

Recommendation

Now that the first generation of the planning process has been successful, it is hoped that future construction or reconstruction of an academic master plan will proceed in a more orderly and consistent manner but should still allow for the variety of experiences present in a multicampus institution.

Assessment

Academic plans must be flexible enough to accommodate the changing academic environment. Changes in the administrative structure, board membership and vision, the economic climate, and national trends can have radical impacts upon the goals and objectives of the college, and academic master plans must be constantly assessed for relevance and altered when necessary.

Recommendation

The committee requests that it be tasked to perform an annual review of the college’s academic master plans, complete with a report of suggested changes and adaptations.

Assessment

The college only superficially included external benchmarking and best practices in the construction of its academic master plans. The gathering of this information was in its initial stages when the plan was first constructed, but much progress has been made since then.

Recommendation

Any new construction or reconstruction of the academic master plans should involve external benchmarking and best practices more thoroughly.

Assessment

Communication of information remains essential. It is vitally important that campuses continue to communicate what they are doing, both how they are accomplishing the goals and objectives of their academic master plans and how they are altering their academic master plans.

Recommendation

The committee will continue to request reports and will continue to seek new ways to both gather and distribute information to the college at large. In particular, the committee recommends the following reporting schedule:

Oct. 1: *Campuses report to the committee what specific portions of their plans (goals, objectives, etc.) they intend to prioritize and achieve in the coming year, as well as any changes made to their plans.*

This information will be shared at the October Discipline Day gathering, the October college senate meeting, and on Infomart.

Feb. 1: *Campuses report to the committee current progress on achieving the objectives identified in October, as well as any changes made to their plans. This information will be shared at the February Discipline Day gathering, the February college senate meeting, and on Infomart.*

June 1: *Campuses submit to the committee a final report on the objectives achieved for the year, as well as any changes made to their plans. This information will be shared at the June college senate meeting and on Infomart.*

Timeline of the College Academic Master Plan

- Fall 2005** College Planning Council (CPC) recognizes the need to create a College Academic Master Plan (CAMP) as part of the 2002-2007 planning cycle. CPC asks the College Academic Senate to create a CAMP. Senate establishes a standing committee to do so, the College Academic Master Plan Committee (CAMPC).
- Nov. 2005** CAMPC first meets and begins by reviewing components of master plans at other colleges.
- Dec. 2005** Under direction from the CPC, CAMPC is told to utilize the campuses as the primary generators of a CAMP. CAMPC learns that both the Orchard Ridge and Southeast campuses have begun to create campus academic plans. CAMPC continues to gather information while encouraging Auburn Hills and Highland Lakes to begin the process of creating campus academic plans.
- Winter 2006** CAMPC takes the information it has gathered from the campuses and from discipline questionnaires to create a model for academic planning. This model begins with the assumption that a number of pre-existing documents have already set the future direction for the college--namely the Mission, Vision, Purposes, 2002-2007 Strategic Plan, and the General Education Attributes. A CAMP should therefore contain goals that would accomplish these documents. The CAMPC proposes to have each campus create its own set of goals, which the CAMPC will then integrate into a college-wide whole. The College Academic Senate approves this model.
- Fall 2006** CAMPC gives the campuses an April 1 deadline to complete and submit their campus academic plans. CAMPC members champion this process on their campuses, while the committee brainstorms on ways to implement and market the soon-to-be-completed CAMP.
- Winter 2007** The campuses prepare their academic plans. CAMPC prepares reporting forms that require the campuses to link their plan goals to specific elements of the pre-existing documents in order to facilitate the synthesis to come.
- April 2007** The campuses submit their academic plans. CAMPC synthesizes the campus plan goals and components into a draft document, which contains questions, assumptions, and goals. This draft document is submitted to the College Academic Senate, which sends the document to the campuses for further discussion.
- May 2007** Campus senates debate the draft document and send to CAMPC many comments and suggestions, which the committee uses to create a final draft of CAMP goals. These goals are submitted to and endorsed by the College Academic Senate.
- Fall 2007** CPC receives and endorses the CAMP goals and begins to use them as a basis to create a new Strategic Plan. CAMPC begins its new roles of encouraging the implementation of campus plans and helping to adapt the campus plans to the new CAMP.