



**Foothill 2030:  
Educational Master Plan (EMP) Update  
Onboarding Meeting  
February 7, 2024**

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# Agenda

- Identify stakeholders and their engagement
- Develop a communications plan
- Present EMP process framework

# What is the EMP Update process?

- Develop community with shared purpose
- Increase belonging by providing shared commitment, relationships, and responsibility

# The EMP update is about the people

- Campus stakeholders don't feel connected to the planning activities and, therefore, aren't committed to implementation of the designated priorities. People feel that the plan is something done to them or for them but not with them. They do not believe that their ideas have been heard, because no real attempt was made to authentically solicit their ideas, concerns, or hopes. They were never given strategic information to review and think about or an opportunity to learn about the financial realities and the real implications of key decisions.

# How can the EMP be meaningful

- Build scaffolding and time to reflect and make sense of opportunities, problems, challenges
- Slow down the focus on solutions and identify emerging themes, issues, concerns

# The People: Stakeholders

- Activity: Reading excerpt, The Human Side of the Strategic Planning Process in Higher Education, pp. 25-31

# Stakeholders

- Who are they?
  - *Administration, Stakeholder Groups, Strategic Planning Committee*
- Why seek their engagement?
- How much weight should their input have?

# Stakeholder Engagement

- Engagement defined as interaction and discussion (active and passive)
- How will we inform (awareness), get ideas and solicit feedback?



## FH 2030 Communication Plan



12345 El Monte Road  
Los Altos Hills, CA 94022

[foothill.edu](http://foothill.edu)

# Communication Plan: EMP 2030

## General Principles:

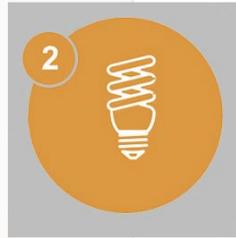
- Communicate early and often
- Use multiple modalities
- Primary audience is faculty and staff
- Consistently branded (FH 2030 logo)



## Mission Statement Review

The mission statement revise effort began Fall 2022 and led by Josh Pelletier. This revision requires FHDA Board approval.

MISSION REVISE



## Vision Statement Review

The vision statement revise effort began Fall 2023. This revision does not require FHDA Board approval.

VISION REVISE



## Educational Master Plan Update

The EMP update involves a core team of Foothill constituency representatives. This revision requires FHDA Board approval.

EMP UPDATE

**Foothill 2030 Strategic Planning Website**

<https://foothill.edu/2030-foothill/>

# Communication Plan: EMP 2030

## Regular Communication

- FH 2030 Web page (already in place)
- Bi-monthly emails from fh2030 email account
- President Whalen's 12345 (supporting fh2030)
- Parliament: FH 2030 section
- MIPC: Bi-monthly updates on FH 2030 work

# Communication Plan: EMP 2030

LOGO?

## Regular Communication

- Video – short videos featuring President Whalen updating the Foothill community on FH 2030 progress (once each month?). These can also be shared with students.
- April 2024 Town Hall – Review Vision Statement and point to EMP work for the balance of 2024
- College Opening Day 2024: Presentation on FH 2030 work thus far

# Proposed Communication Plan

- Reactions
- Questions
- Concerns

# Foothill 2030 is strategic planning



EMP is a strategic plan

What we do

How we go from  
what we do to  
what we aspire

What we hope to do



# Framing the EMP work

- Develop
- Implement
- Evaluate



# Develop (Update) the EMP

- The EMP provides guidance for institutional decisions and operations to:
  - Carry out the institution's mission, vision, and values
  - Comply with mandates and regulations of government, accrediting bodies, etc.
  - Keep the institution operationally and fiscally healthy

# We work with what we've got

- This process is not a new invention or reinvention
- This process is to help us talk about ourselves in clearer ways
- Reorganize and be more explicit of what we do/want to do
- Part of continuous cycle of improvement

# Strategic Planning Alignment

## Organizational Planning & Execution



Strategic planning sets the long-term vision and direction for the organization, Tactical planning focuses on the methods and approaches to achieve that vision, and operational planning deals with the day-to-day activities to implement those approaches.

# EMP Key Components

- Explanation of the planning process
- Foundational information (an institution's mission, vision, values)
- What your institution wants to achieve
- How your institution will achieve its goals
- How your institution will measure success (metrics, KPIs)

# Next Steps

- Review mission and vision statements
- Gap Analysis
- Plan Alignment
- Environmental Scan
- Stakeholder feedback/engagement

# EMP Update Timeline and Topics

Prepare		Engage						Finalize			
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Onboarding											
		Communications Plan & Stakeholders							Communications Plan & Stakeholders		
		College/District Planning Docs						<p><u>To Do:</u>            Identify Future Meeting Dates;            Identify Notetaker</p>			
			Environmental Scan								
			Goals, Strategies, Metrics								
							Drafting & Revising the EMP				

**Questions?  
Comments?  
Concerns?**