



# Strategic Planning Goals (DRAFT)

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# Strategic Planning Process

<b>Spring 2023</b>	SWOT conducted with stakeholder groups Strategic plan outcomes reviewed
<b>Fall 2023</b>	Environmental scan completed Themes extracted from SWOT analysis
<b>Spring 2024</b>	Strategic plan goals draft Launch of mission/vision/values review and revision Review and approval of goals by constituency groups
<b>Summer 2024</b>	Review of goals by the Board of Trustees (Board retreat)
<b>Fall 2024</b>	Development, review, and approval of strategies, KPIs, and targets (completed by December 2024) Draft of revised mission/vision values completed (review and approval by December 2024)

# Environmental Scan Themes

## EXTERNAL

Population changes

College attainment

Income disparities/cost of living

Technology infrastructure



## INTERNAL

Enrollment fluctuations

Educational centers

Distance education

Part-time students





# SWOT analysis themes

Being a student-ready institution

Integration of college operations

Link to industry and employers

Enrollment management

Fiscal health

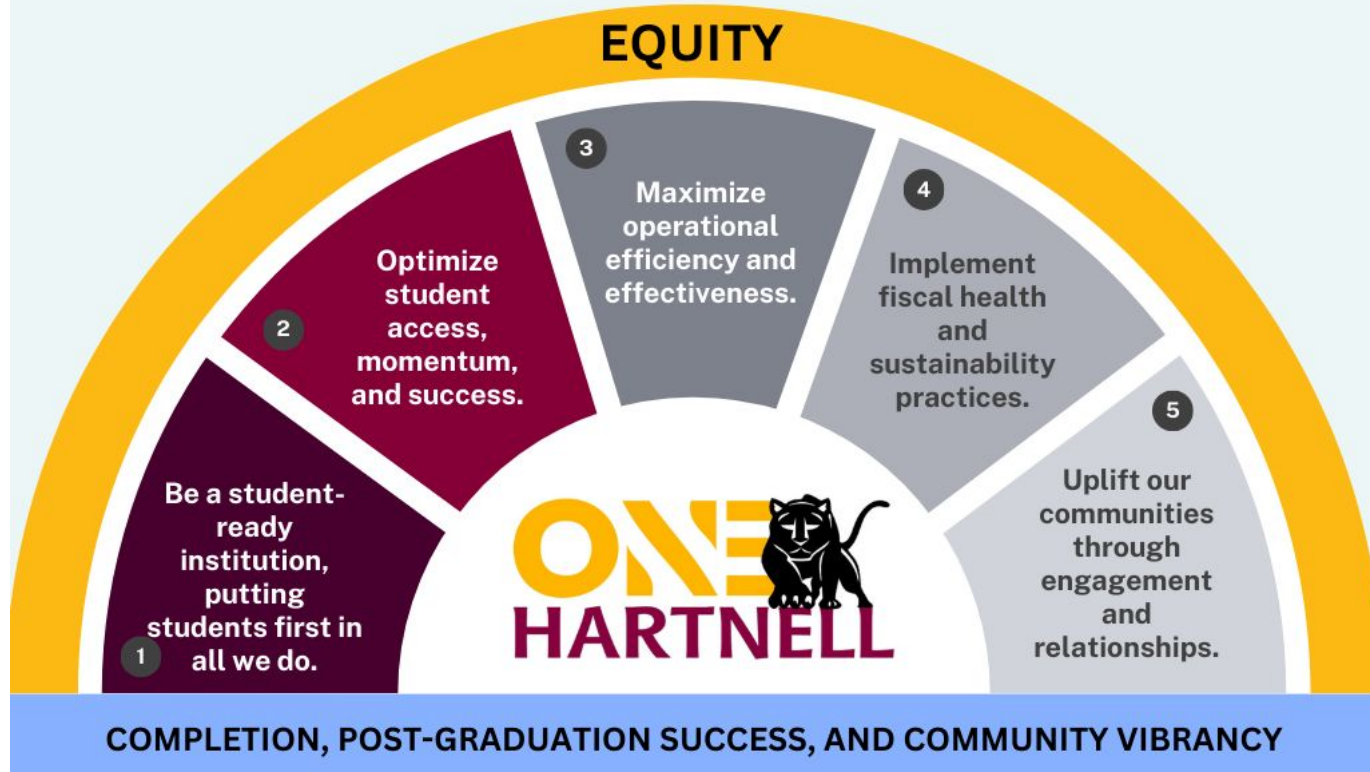
Educational pipeline from K-12 to Hartnell

Adaptability of organizational culture

Link to communities in service area

Educational pipeline from Hartnell to 4-year institutions

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Please share your  
comments, questions,  
and feedback at this  
meeting, or send them  
to Dr. Gayle Pitman at  
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Thank you!!

