

SOLANO COMMUNITY COLLEGE DISTRICT
Educational Master Plan Update

Exhibit A: Scope of Work

EDUCATIONAL MASTER PLAN UPDATE

1. Align Strategic Plan and Educational Master Plan (EMP)

- 1.1 Hold kick off meeting (March 24) with Executive Team and Deans to discuss and identify key successes and challenges for College
- 1.2 Develop Process outline and description for distribution to Deans, Faculty and Administrators
- 1.3 Map EMP Strategies and Goals to the Strategic Plan
 - Address any gaps and inconsistencies
 - Prepare Updated EMP Strategies and Goals with graphic of connection to Strategic Plan

MIG Role: Lead all tasks and development of products; facilitate and graphically record Kick Off Meeting and provide meeting summary

SCCD Role: Identify meeting location; invite and provide appropriate notice for the meeting participants

MIG Deliverables:

- Kick off meeting Summary
- Process Outline
- Updated EMP Goals and Graphic

2. Community Outreach

- 2.1 Prepare Agendas and Materials for Town Halls
- 2.2 Facilitate and Record Town Hall Meetings (3) – approximately 2.5 hours each (locations to be determined)
- 2.3 Produce Summaries (3)
- 2.4 Prepare Agendas and Materials for Faculty/Staff Forums (2)
- 2.5 Facilitate and Record Faculty/Staff Forums (2) – approximately 2.5 hours each (at Fairfield Campus)
- 2.6 Community Outreach Kit – provide a kit for the College Staff to hold meetings in the community and on campus. Includes powerpoint presentation, comment cards, and agenda. Provide one set electronically for duplication by the College.

MIG Role: MIG will facilitate and graphically record all town hall meetings, and Student/Faculty Forums and provide meeting materials such as wallgraphic paper, sign in sheets, name tags, and agendas.

SCCD Role: Identify and secure meeting locations, distribute and send out invitations and provide noticing for all meetings. Staff to utilize Outreach Kit for additional meetings.

MIG Deliverables:

- Meeting Agenda and materials
- Summaries of Town Hall meetings (3)
- Community Outreach Kit

3. Update Environmental Scan (Internal & External)

- 3.1. Demographic & Trend Analysis: Update EMP demographics with 2010 census data; provide updated trends analysis including evaluation of economic and business environment
- 3.2. Internal Enrollment and Data Evaluation: Utilizing information and tables from the College, MIG will review internal enrollment, participation and growth items identified in current EMP and update accordingly

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- 3.3. Staff Coordination Meetings (2): Includes two in person meetings with staff to update Scan and conference calls as needed.
- 3.4. Produce Environmental Scan Update: MIG will utilize the current Environmental scan as a format and baseline and update information to reflect new data and trends

MIG Role: MIG will provide an updated environmental scan based upon existing materials.

SCCD Role: Provide data for internal scan data in excel data files and offer ongoing consultation from the Research and Planning Department to assist and interpret materials and data.

MIG Deliverables:

- Updated Environmental Scan

4. Program Assessment Tools

- 4.1. Program Assessment Templates and Update: Build upon existing College Program Review process and EMP Program Assessment and provide set of tools for faculty and Deans to update Program Direction and rationale for growth.

MIG Role: MIG will provide templates and instructions for faculty and deans to update their Educational Programs Assessment. The information and format used in the existing plan will be provided for updates and additions. MIG will provide updated program assessment section.

SCCD Role: Facilitate distribution and gathering program assessment information from Deans and Faculty in a timely manner.

MIG Deliverables:

- EMP Program Assessment Templates
- Updated Program Assessment (based on Faculty input)

5. Interdisciplinary Faculty Strategic Conversations (3)

- 5.1. Prepare Agendas/Materials
- 5.2. Facilitate and Record Meetings: MIG will facilitate a series of three meetings with Faculty and Deans to inform and direct the EMP update and the development of the Facility Master Plan.
 - Additional meetings may be held and facilitated by College staff to continue discussion and collaboration.
- 5.3. Produce Summaries (3)

MIG Role: MIG will develop agendas, facilitate and graphically record three meetings; provide meeting summaries for each meeting.

SCCD Role: Identify meeting locations; invite and provide appropriate notice for the meeting participants. If desired, the College will facilitate additional ongoing meetings.

MIG Deliverables:

- Meeting Agendas
- Three Meeting Summaries

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6. Assess Programs and Identify New Opportunities

- 6.1. Program Assessment and Memo: MIG will review Updated Program Assessment in light of revised Environmental Scan, Meetings and information to date and provide evaluation of programs and identify new program opportunities. Specifically review and evaluate Center (Vacaville, Vallejo and Travis) programs and effectiveness
- 6.2. Staff Coordination Meetings (3): Includes three in person meetings – one each at Vallejo and Vacaville Center and one at Fairfield campus and conference calls to coordinate.
- 6.3. Update Growth Projections – utilizing current information and input from the College, MIG will update the current Growth Projections Section of the EMP.
- 6.4. Update Educational Master Plan – Review entire plan and make appropriate tweaks and edits consistent with changes identified during this process.
- 6.5. Board Presentation

MIG Role: MIG will develop presentation of the Program Evaluation and possible new opportunities. In addition, MIG will update the growth projections and overall plan.

SCCD Role: Review and provide input into program evaluation and new program opportunities.

MIG Deliverables:

- Program Evaluation Memo for inclusion into EMP
- Presentation of Program Evaluation
- Updated Growth Projections
- Updated Educational Master Plan – Electronic copy for College printing and distribution.

COMMUNICATION MATERIALS

7. Develop Bond Measure/EMP Report Card (Spring 2011)

- 7.1. Develop Concept, writing and Design: Work with Public Relations to translate recent successes and positive trends into a 4-color marketing and communications piece for constituents, businesses and stakeholders. Includes one in person meeting to discuss and review as well as telephone conference call.
- 7.2. Produce Final Brochure (provide print ready electronic file for printing)

MIG Role: MIG will draft content, develop designed based on colors and theme of current EMP to provide consistency; provide two reviews and provide printable file.

SCCD Role: Review document with appropriate staff and stakeholders; print and distribute piece.

MIG Deliverables:

- SCCD Report Card print ready file

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8. Communications Plan and Materials

- 8.1. Develop Communications Plan: Develop an ongoing communications plan for Solano CCD to target external and internal stakeholders for immediate Bond Measure as well as for ongoing planning, operations and reporting needs.
- 8.2. Develop Marketing and Communications Materials:
Develop promotional materials for the College specific to the past and future Bond Program that may include Poster, mailing piece, Bond Measure brochure, online ads and other similar materials. Budget offers a not to exceed cost that will cover several of these items. It is assumed that identity will follow existing look and feel of the Existing Educational Master Plan and build from there. Brand assets will be provided to SCCD to provide the ability for ongoing materials development and management.
- 8.3. Staff Coordination Meetings: Includes two in person meetings for strategy development and concept review as well as ongoing conference calls for coordination.

MIG Role: MIG will provide strategy, writing and concept development for communications. MIG will develop up to three marketing pieces and prepare print ready files.

SCCD Role: Provide all printing and distribution of marketing materials.

MIG Deliverables:

- Communications Plan
- Three Marketing materials in print ready form.
- Brand Assets for future materials development

9. Ongoing Project Management and Coordination