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YCCD VISION PLANNING

Extended District Council
April 23, 2014

Dr. Joan E. Smith, Chancellor

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Vision Planning...

We as leaders of the YCCD have the opportunity to develop the footprint for the District and the Colleges of the YCCD for year to come...

What will our legacy be?

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Vision Planning...


Vision planning, creation and development is a **critical role** of the district's leaders.

Are you aware of the importance of your role and participation in this process?

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Vision and Mission Statements are a critical part of our strategic planning

- These statements are the drivers...
- They encapsulate the goals we have for our district?



Note: A goal without a plan is just a wish...

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More on planning...Greeting Card Wisdom

If Plan "A" doesn't work, the alphabet has 25 more letters...stay cool! *-from a greeting card*

If you hold strong to a vision—Plan "A"—you don't need a Plan "B"! *-also from a greeting card*

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Failing to plan, is planning to fail...

- If it was easy, everyone would do it!
- How many people do you know that justify failure?
- So many people are willing to settle for mediocrity...Why?
- So many people spend their day "in negativity"...Why?

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What is Vision...

- Vision without action is merely a dream...
- Action without vision just passes time...
- Vision with action changes the world!

-Joel Barker

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If I asked all of you to list the reasons that would block us moving forward...

- Poor state budget
- Too many new regulations
- Challenging people that I work with...
- Challenging boss...
- We have done vision planning before it never went anywhere...
- Accreditation is taking up too much of our time...don't need to worry about it for another 4 years...
- We like the way we are...

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Moving on...our vision...

"We cannot continue doing things the same way we are doing them today into the next five years; we will not thrive as an institution; we will most likely contract—much more than would be pleasant for our organization."

"SO, LET'S DREAM BIG!!!"
"Let's get a VISION that moves us into the future..."
"Let's create one that gets our juices flowing..."

-J. Smith, YCCD Chancellor

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My Personal Mission...

- As chancellor, I:
 - Support academic excellence
 - Value people (be kind in all interactions)
 - And, maintain financial excellence for the district.

Recently changed to: **"I serve everyone in and/or associated with the YCCD, regardless of situation or circumstance."**

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My Personal Vision Statement

- "...in the YCCD we exceed the expectations of our students!"

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Simply stated...

The YCCD Vision Statement is our DREAM for the YCCD...it includes our GOALS for the future!

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What is the Strategic Importance of Vision Statements?

➤ **QUESTION:** How critical is the YCCD Vision Statement to our district's long term success?

➤ **ANSWER:** Very, very important.

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Why are Vision Statements Important?

➤ **ANSWER:**

- Successful district strategies and execution of them hinges on our district vision.
- The District and Colleges would start to drift into the status quo without a strong, electric, exciting Vision Statement.

SO.....

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What is the YCCD Vision Statement?

- Who can recite it?
- What are the key elements of it?

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YCCD Vision Statement Is...

“The Yosemite Community College District will enrich lives through exemplary stewardship and accessible, high-quality education.”

-Strategic Planning Retreat, November 2010

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Is the YCCD Vision Statement Stuck in the Status Quo?

➤QUESTION:

- **Is the Vision Statement outdated?**
- **Is the Vision Statement relevant to the future direction of our District?**
- **Does the Vision Statement have enough “strength” to carry our institutional strategies forward for the next 5 years? 10 years?**

Take a few minutes to discuss these questions with your table.

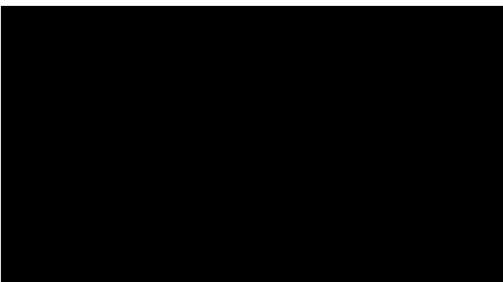
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Feedback...

Does the current YCCD Vision Statement move you to action? **Or,**
Is it stuck in the Status Quo?

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Video



YouTube, "Vision Statement" Bill Stainton, Motivational Speaker

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SUCCESS *versus* Status Quo...

- Being stuck in the status quo can result in part with the Vision Statement itself.
- Vision statements that are unclear in their expected outcomes, weak in their portrayal of the future are all causes for planning to move toward a culture of the status quo.

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Another Video

YouTube, "What makes a well conceived vision?" Bernd Geropp


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Let's get honest....

➤ HARD QUESTION:

- Do we just want the status quo?
- Are we comfortable there?
- Do we hold a vision of being the best district in the California Community College's?

Table work...



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Importance of the Vision Statement...

- Without a vision, we are a rudderless ship—no direction
- The ancient Roman philosopher Seneca stated, “If a man knows not what he seeks, any wind is the right wind.”
- As important as the vision is—**it is even more important to keep it alive...**
- How do we do that????

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Removing Barriers...

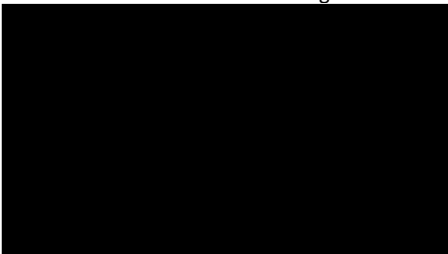
What are the obstacles in developing a vision statement?

1. The first obstacle is the fear of change.
2. Acknowledging that creating or adjusting a vision statement is an unmistakable indicator of imminent change.
3. Acknowledging that most mission/vision statements are often created and are rarely understood.
4. Acknowledging that most mission/vision statements sit in a drawer or on a shelf after developed.

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Another Video

- Flashback on change...
- Remember all those references to “feelings?”



YouTube, “Want Your Organization to Change? Put Feelings First” Dan Heath

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Questions—Let’s make this personal

1. What is the need for a new vision?
2. Will I be able to live with the new vision?
3. Will I be able to support the new vision?
4. What will the new vision expect of me?
5. How will my world change as a result?
6. Will I be able to continue doing what I’ve always been doing? Why or why not?
7. Do I believe in this new vision?
8. Do I believe in the district’s/colleges’ ability to achieve this vision?
9. Do I believe that I (personally) can help make the vision happen?

(We will review these questions again...)

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Let’s get honest...

- Many are “turned off” by the words vision and mission statement
- They (can) groan at another process for “accreditation” that will eventually be forgotten
- Some feel that the vision will be “shelved” right along with the district and colleges’ educational master plan (out of site, out of mind)

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We can CHANGE!!!

- We can create a new, fresh, lively, meaningful vision statement!
- The collective force and talent of the YCCD faculty, staff, managers, and Trustees here today can bring a vision statement that sizzles!
- It will energize the entire YCCD Community!
- What we need is a common understanding of a shared vision...

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Aristotle's words...

"We are what we repeatedly do. Excellence then, it is not an act, but a habit."

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Critical Questions...

- Do I understand what this organization values, believes in, and hopes to be?
- Do I get into negativity before I even start to have a vision?

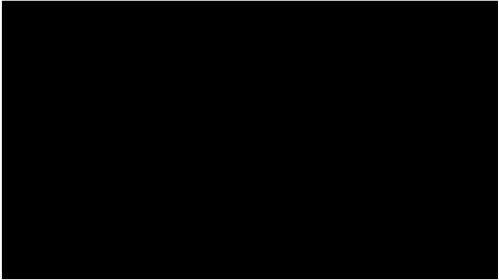
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Important Note

- The YCCD District Council (Extended) is the collection of leaders throughout the district that will be considered the ***"District Visioning Team."***
- You are here by invitation of the District Council.
- You are the crafters of the YCCD New Vision Statement.

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Now, for some inspiration...



YouTube, "VISION – Motivational Video" Mateusz M

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GREAT VISION STATEMENTS

Great Vision Statements include and understand:

- What should NEVER change
- What should be open for change
- What is really sacred
- And, what is not...

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A Great Vision Statement

A great statement clearly encompasses:

- The future of the district
- Serves as the framework for strategic planning.

➤ QUESTION:

- **If we do not know where we are going as a district (as an organization), how will we ever get there?**

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What is a vision statement

A **vision statement** is simply that—it encapsulates the future of the district and the colleges and serves as the framework for strategic planning. It **must** inspire employees toward success! Vision is **critical** for strategy and execution. It is your plan of where you want the District to go!

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Vision Statement Includes:

- Parts of the Mission Statement (if not in words, then intent);
- Values of the organization (district and colleges); and
- The envisioned future for the District.

Note: A great vision statement is built on the back of a strong, clear mission.

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Importance of a Mission Statement

- To ground the institution and guide it during troubled times
- To focus on the institution's core reason for being
- The Vision Statement rests on a strong Mission Statement

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Sample Mission Statement

Disney's Mission Statement: *"To make people happy."*

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Another Video...

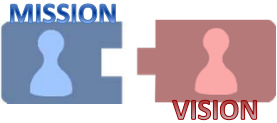


YouTube, Dan Heath, "How to write a mission statement that doesn't suck."

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KEY ELEMENT

Note: The primary purpose of strategic planning is to link together the organization's mission and vision with an actionable roadmap.



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What about our future?

What is a proper Vision Statement?

1. It has a detailed, descriptive picture of the future of what the YCCD aspires to be; and
2. It has long term goals noted.

It is the DREAM of the future of the YCCD! The bigger the dream the better...

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Sample of a vision statement...

John F. Kennedy, articulated on May 25, 1961, in his congressional address, *"I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth."*

-Note: Goal achieved on July 20, 1969, by Neil Armstrong.

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Set your goals 5-10 years out...

- This allows you to dream big
- Make goals highly focused
- Make vision easily understood by all
- Think beyond current capabilities
- Limiting vision planning is NOT VISIONING!!!
- Dream big—dream real big!

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Samples of Vision Statements

- They will be passed out...

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CCCCO's Vision Statement

The California Community Colleges Board of Governors and the chancellor share a vision of a better future for California by exemplifying exceptional leadership, advocacy and support on behalf of the community colleges. Their guidance provides access to lifelong learning for all citizens and creates a skilled, progressive workforce to advance the state's interests.

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The YCCD Vision Statement

Let's analyze it:

1. What do you like about it?
2. What do you dislike about it?
3. Is it easy to understand and remember?
4. Is it too long, too short? Or, just right?
5. Does it express an idea or hope for the future?
6. Is it too unambitious? Is it too visionary?
7. Does it contain adjectives or goals that are more appropriate for a mission statement?
8. Does it clearly state the direction for the district?

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Group Work


Let's REALLY look at our vision statement...

1. What evidence can you think of to demonstrate that we are currently meeting our vision?
2. What kind of district do we hope to be?
3. What should be reflected in our vision statement?
4. What do we need to do differently to achieve this?
5. How are we different from other districts? Or,
6. How do we want to be different from other districts?

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Report out...


- Let's share...



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BREAK...

- Let's take 10 minutes...



10:00

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Let's get some words down...

Table work... Dream BIG!



2:44

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Table Work...

Questions: ---**BE BOLD**---

1. In 5 or 10 years, what would you love to see (no limits)?
2. What would you like the YCCD to look like in the future?
3. What do we want to be known for?
4. What will we have achieved in the next 5-10 years?

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Let's get some words down...

1. Do we find this Vision Statement (phrasing) exciting?
2. Will it entice the staff, faculty and managers throughout the district?
3. Will it call everyone to action?
4. Does it get us moving, get our juices flowing?

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Must not lower our standards...

1. Can we achieve the goal(s) noted in our vision statement?
2. Can others be motivated to achieve these goal(s) within the next 5-10 years?
3. What are your wildest dreams for the district?
4. Can you verbalize them?

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In short (a review)

- The district's vision should **include the mission and values** that we envision for the district and our colleges.
- The mission: articulates **our purpose** – why we exist.
- The vision: is what we **hope to achieve and become**.

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The YCCD Vision is:

- Our key to strong, lasting success
- Our imprint of what we want to look like 5-10 years from now
- It will be the directional light into our future
- It will be the directional statement for all of our planning efforts; whether strategic, operational or fiscal
- It will link back to our mission

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Vision Statement

- Do these words include our dream for the future of the YCCD?
- Does it include our goals for the future (next 5-10 years)?

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Questions—Let’s make this personal

1. What is the need for a new vision?
2. Will I be able to live with the new vision?
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9. Do I believe that I (personally) can help make the vision happen?

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Thank you

Next steps...Core Values and Guiding Principles...

Coming in the Fall 2014...

Have a great summer...

See you then!
