

LOS ANGELES TRADE-TECH  
**LATTC**  
A Community College  
**SPECIAL COLLEGE COUNCIL MEETING**  
Wednesday, January 18, 2006  
10 AM -- A -111

**MEMBERS PRESENT:** C. Anderson, M. A. Breckell, R. Castillo, V. Cole, M. Drummond, B. Elarton, T. Harris, C. Johnson, J. King, L. Ley, J. McDowell, J. Messinger, C. Ruffin, K. Skinner, B. Smith, S. Tramel (Guest – Reza Azarmsa)

**MEMBERS ABSENT:** S. Diego, B. Essex, L. Garcia, A. Sanchez, B. Vaden

**10:04 – M. Drummond called the meeting to order.**

Marcy introduced KH Consulting Group for their presentation. A copy of their proposal to Develop a Strategic Plan was provided and team members introduced themselves:

- Gayla Kraetsch Hartsough, Ph.D. – President, Project Director/Manager
- Tom Greer – Project Manager
- Jeffalyn Johnson
- Jose Montano – Consultant in cultural and language assistance.
- Heather Simms, Masters in Sociology & Anthropology

**OVERVIEW** - An overview of the company, philosophy, industry expertise in higher education & government was presented. Company was founded in 1986 and is based in L. A. KH has worked with Community Colleges, K-12 School Districts, and four-year colleges and universities.

**PROPOSAL** - KH presented their Academic background, Understanding of the Project, samples of Strategic Planning Projects, Strategic Planning Project Objectives, Joint Team Approach, Strategic Challenges, the Strategic Planning Process, Innovation Management Model, CCC System/Strategic Plan/Strategic Framework, Project Tasks, Focus Group Participants, LATTC Stakeholders and “Customers, and KH’s Uniqueness.

KH’s role is strategic navigator, facilitator, and provide assistance to Trade-Tech.

**CHALLENGES:** 1) public image of the college, 2) fiscal Revenue, 3) dated physical plant, technology, and equipment, 4) demographics

**Question:** How would KH handle someone with a dominant personality? Ask people to write down their comments on a secret card, there are other methods available too.

**Question:** There will be a new president in July, what is KH’s recommendation on the process? The college could continue with Strategic Planning and compile some of the preliminary paperwork, reports, interviews, work plans, and working steering committees, develop tasks and focus work groups. KH is flexible if the college decides to hold off. A typical timeline for a Strategic Plan is six to nine months; Trade Tech’s timeline is July 2006.

**11:04 - End of presentation.**

**(11:12 a.m.)**

Marcy introduced Moore Iacofano Goltsman, Inc. (MIG) for their presentation and the team members introduced themselves. A handout of their Proposal to Develop a Strategic Plan was circulated.

- Patricia V. McLaughlin, Principal-in-Charge
- Paul Downs, Sr. Consultant
- Esmeralda Garcia – Project Manager

**OVERVIEW:** MIG was founded in 1981. MIG has worked with UC campuses and the California State University. They are currently helping to develop the Systemwide Strategic Plan for the California Community Colleges. MIG has worked with several community college districts/colleges: Los Rios, San Francisco, Peralta, West Valley Mission, West L.A. and San Bernardino County

**PROPOSAL:** The Strategic Plan will address the core Mission and identity of the College, misconception of the college, and location as a downtown college; capitalize on accessibility, funding, organizational design, etc. Esmeralda Garcia discussed the involvement of Steering Committees, Stakeholders, the Framework – Values through the Vision/Mission and goals. Paul Downs addressed Best Practices for CC Strategic Planning: involved leadership, researched-based, relationship building, meaningful student involvement, and branding and identification is part of the strategy. Their approach is custom tailored. MIG is trained in consensus building and has access to a wide range of resources.

**CHALLENGES:** 1) Identity of the college, 2) No clear entry to the college, 3) Identify the types of offerings, student population, and participation, 4) Facing flexible schedule 5) Step career ladders, 6) Perception and Misconception that Trade Tech is a trade school, not academic.

College members need to have a good conversation on the name of the college. Find the college's fine expression, a new identity to address the uniqueness of the college.

**Question:** How would MIG handle someone with a dominant personality? There are different ways to involve people. MIG has different approaches such facilitation graphics, using student success model, festivals to involve the community, have people buy in to a plan they feel part of, and providing interactive forums among others.

**Question:** There will be a new president in July, what is the recommendation of MIG to the college on the process, continue or wait? The college could delay the *final* implementation, but can get started with the Strategic Plan with stakeholder interviews and environmental trends.

**11: 58 a.m. – end of presentation.**

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Marcy provided a rating sheet for a vote on the presentations made by KH and MIG. The members engaged in the pros and cons of each company. KH came across as more structured, but MIG seemed more creative. KH received ten votes and MIG received five.

Strategic Plan budget for KH is \$139,000 and MIG is \$68,400.

College Council asked to look at reference checks before they could make a decision. Members were asked to review proposals and come back to vote at the next meeting.

**INFORMATION ITEM:** The Marketing Committee has done an RFP for the branding of the College and is pending approval. The Task Force will be assigned to check on references for KH and MIG with the same standard questions.

College Council will meet again for a special meeting on January 24, 2006 regarding the Grant Allocation Task Force's Recommendations on the expenditure of \$600,000 (debt relief).

**Adjourn – 12:00 p.m.**