



# It's All About The Base

Aims Community College

## Board of Trustees:

- Dr. Ray Peterson, Chair
- Mr. Lyle Achziger, Secretary
- Mr. Mark Hout, Treasurer
- Dr. Gene O'Hara, Trustee
- Ms. Carol Ruckel, Trustee

## CEO/President:

Dr. Leah L. Bornstein



# Strategic Planning

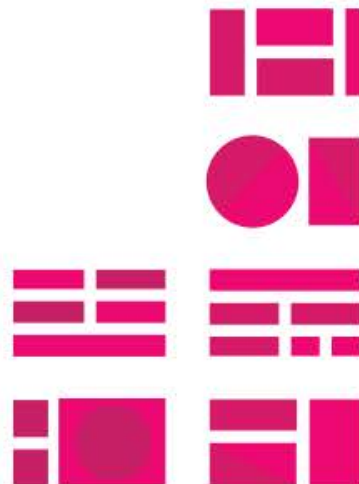
Creating a *Strategic Plan* is the process through which an institution evaluates its environment and position to-date and determines the strategies that will drive institutional direction and decision-making in the near future.

**Grounded** in the College's purpose, vision and mission it outlines what is most important to Aims Community College and provides the guidance for all programs and projects.



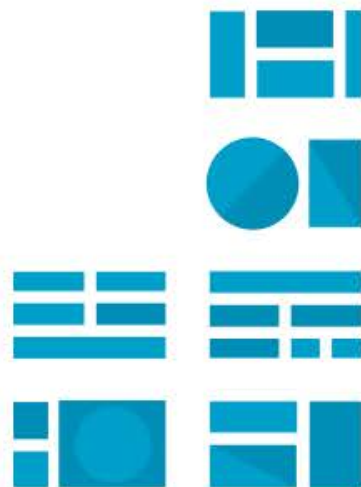
# Environmental Scan

- President's Listening Tour
- Conversation Day on Learning College
- Convocation
- Faculty Teaching and Learning Conference
- Student Surveys and Interviews
- Community College Survey of Student Engagement
- Noel-Levitz Student Satisfaction Inventory
- College President's Cabinet and College Council Discussions
- College Division & Department Discussions



# Questions Posed to Stakeholders

- Why did our learners choose Aims?
- What makes Aims unique?
- Why do we come to work every day?
- What do we love about our jobs?
- To what do we aspire?
- What is the value of Aims Community College to the communities we serve?
- How do we want to work together?



# Board's Role in College's Strategic Plan

- What Is It and Why Have One?
- The Process and the Timeline
- The Board's Role in Its Development



# Context:

Lifelong Learning

Succinct

Reflects Values

Continuing Education

Ethics

Joy of Learning

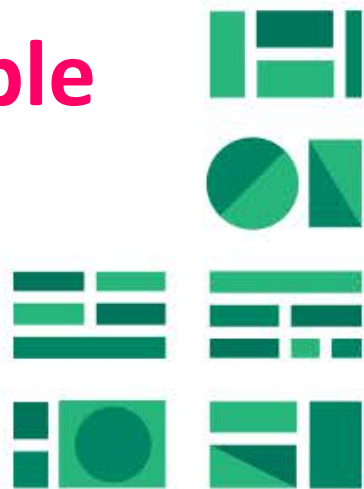
Clear

Inspirational

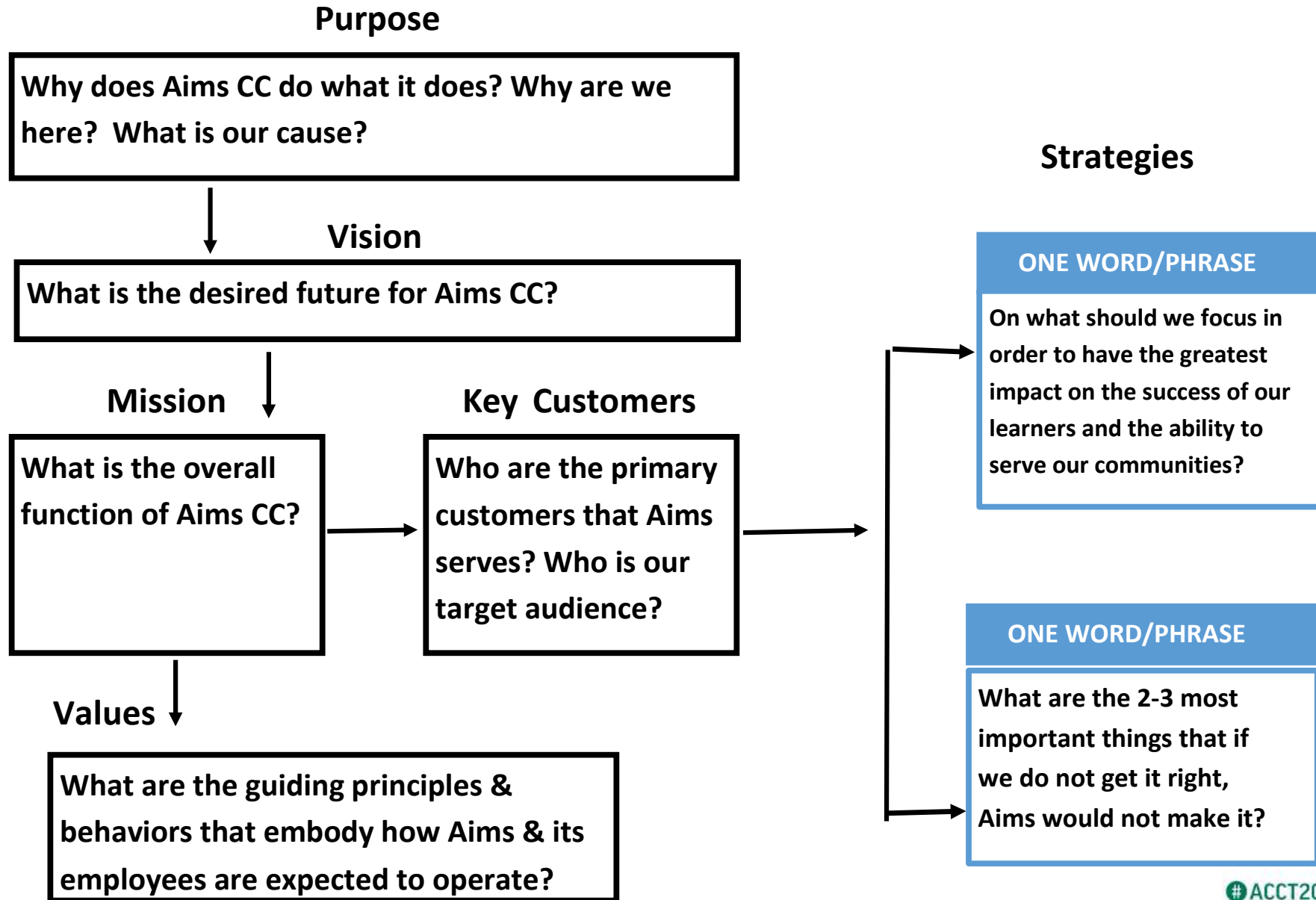
Relatable

Provides  
Direction

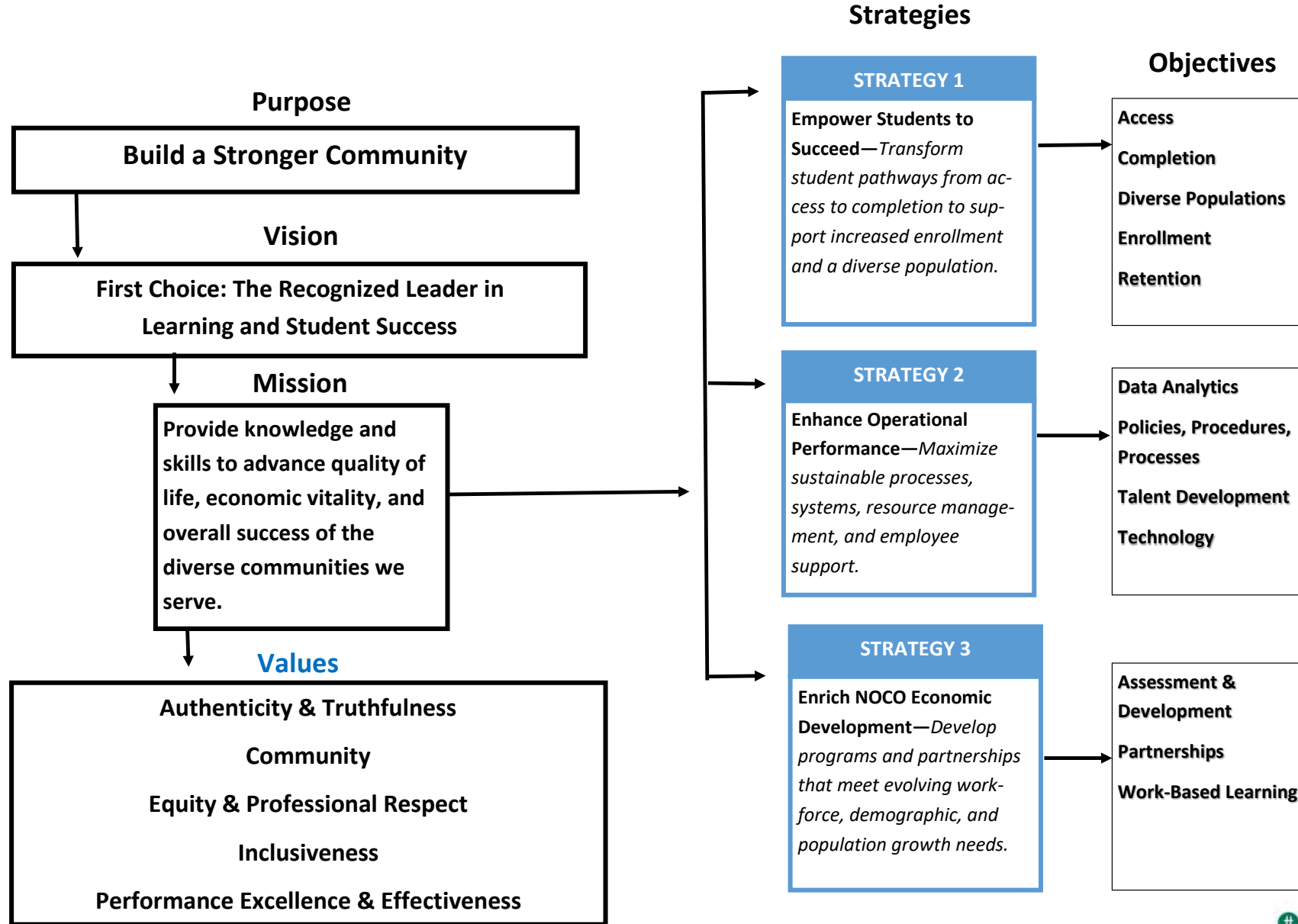
Provides Expectation



# 2018-2023 Strategic Plan Framework Questions



# 2018-2023 Strategic Plan Framework Results





# Board Retreat

Two full days centered on *Creating our Future*.

- Overview and Purpose
- Setting the Stage
- The College's Strategic Plan
- An Environmental Assessment: Qualitative and Quantitative
- Purpose
- Vision
- Mission
- Key Customers
- Finalizing Language and Next Steps



# Purpose:

# Build a Stronger Community



# Vision:

First Choice: The Recognized  
Leader in Learning and  
Student Success



# Mission:

Provide knowledge and skills to advance quality of life, economic vitality, and overall success of the diverse communities we serve.



# Determining College Values

## 1. Preliminary Data Collection:

- President's Listening Tour
- Faculty, Student, Staff Surveys
- Board Retreats

## 2. Research Questions:

- Which values best indicate behaviors that are fundamental within Aims?
- Which values best describe how we want to work together?

## 3. Mixed Methods Methodology & Data Collection:

- Phase I Qualitative
- Phase II Quantitative

## 4. Recommendations:

- Cabinet
- College Council
- Board of Trustees

## 5. Values Approved by Board of Trustees

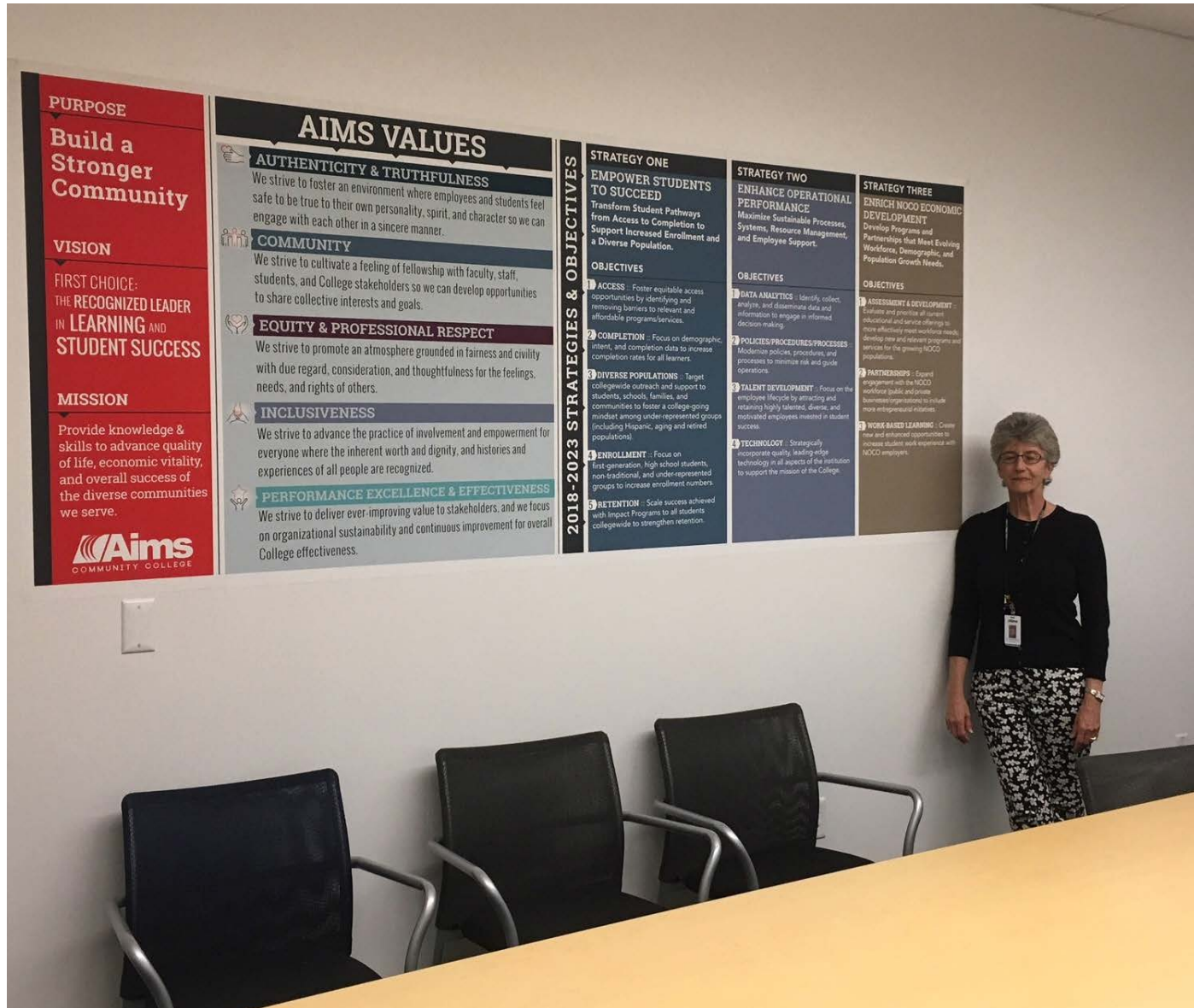


# Values:

- Authenticity & Truthfulness
- Community
- Equity & Professional Respect
- Inclusiveness
- Performance Excellence & Effectiveness



# Base is Expressed Throughout College



# Board Meetings Tied to Plan

Tentative Agenda, September 5, 2018

**Purpose:** Build a Stronger Community

**Vision:** First Choice: The Recognized Leader in Learning and Student Success

**Mission:** To provide knowledge and skills to advance quality of life, economic vitality and overall success of the diverse communities we serve.

*Board Approved, February 2017  
Modification Approved, August 2017*

**Values:**

- Authenticity & Truthfulness
- Community
- Equity & Professional Respect
- Inclusiveness
- Performance Excellence & Effectiveness

*Board Approved, February 2018*

## 2018-2019 Board Priorities

- A) Develop a professional development plan.
- B) Continue to advocate for Aims Community College locally, statewide and nationally.
  - a. Build a stronger connection with congressional and legislative representatives.
  - b. Receive information and have input on College's legislative position as appropriate.
- C) Support the College in accomplishing its strategic plan initiatives for 2018-2019.
  - a. Increase the Board's understanding of the strategic plan through a comprehensive review to ensure the Board's activities are aligned.

*Board Approved, August 2018*

## Work Session, Ed Beaty Board Room 101, 11:30 a.m. - 12:45 p.m.

- I. Trades Feasibility Study, Dr. Deb Kish, Vice President for Academic Affairs  
(Strategy 1, Objective 1.4, Line 16 and Strategy 3, Objective 3.1, Line 54)

## Aims District Board Meeting, Ed Beaty Theater, 1:30 p.m.

- I. CEO/President's Report – Dr. Leah Bornstein
  - a. Academic Affairs – Dr. Deb Kish, Vice President for Academic Affairs
    - Assessment Report (Strategy 2, Objective 2.1, Line 31)
- II. Action Items
  - a. Facilities Plan 2018-2023, Chuck Jensen, Vice President for Administrative Services  
(Strategy 1, Objective 1.4, Line 16)





# It's All About the Base Questions?



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