

SSCCC STRATEGIC GOALS PLAN

2023-2025



Intro

The Student Senate for California Community Colleges (SSCCC or Student Senate) is committed to advancing the priorities of the nearly 2 million students in the largest higher education system in the country – the California Community Colleges. Over the past few years, the Student Senate has experienced significant growth, stability, and success in many ways. This period also made clear those areas for deeper exploration, improvement, and expansion. To that end, the SSCCC ventured to select consultants who could lead the Student Senate through a rigorous strategic planning process, with attention to both organizational culture and strategic direction.

The strategic planning process began in November 2022 and continued over a 5-month period. It included monthly meetings across California that brought together the SSCCC Board, Executive staff, and local CCC students to have conversations about SSCCC culture and priorities. To collect additional insights from important SSCCC stakeholders, the consultants also hosted two focus groups with former board members and nearly ten (10) one-on-one interviews with key leaders from the Chancellors office, CCC Faculty Senate, Board of Governors, and partner organizations in the higher education space.

As each draft of the strategic plan was created, the SSCCC Executive Board and Executive staff reviewed and refined the plan to ensure the strategic goals and supporting objectives set forth represented their best work. What follows represents SSCCC's effort to put a deeper stake in the ground about who we are, what we stand for, what our work should be over the next 3 years, and how we will get there together. It is organized around three (3) important themes (SSCCC Infrastructure, Student Participation and Activations, and SSCCC Policy and Advocacy). Each theme sets forth a set of Strategic Goals, as well as supporting Objectives that map key activities and milestones to help the Student Senate monitor progress and measure success.

We are pleased to share this document, which reflects the collective work of so many individuals committed to the success of the SSCCC and the students they represent.

SSCCC Infrastructure

Goal 1: *The SSCCC board will develop and initiate a marketing and branding campaign intended to increase student awareness and engagement with the SSCCC by 50% statewide within 1-2-years of initiation.*

Objective 1: By June 30, 2023, the SSCCC Executive Leadership will review existing metrics and establish baseline measurements to inform student awareness and engagement targets over the next 2 years.

Objective 2: By July 1, 2023, the SSCCC Executive Leadership will hire a Marketing and Branding Firm that will collaborate with the SSCCC on their marketing and branding campaign.

Goal 2: *By December 2025, 10,000 SSCCC stakeholders are receiving ongoing communication and updates regarding SSCCC resolutions, legislative priorities, and events.*

Objective 1: By April 30, 2023, the SSCCC will clearly define what “stakeholders” mean to them and who their stakeholders are.

Objective 2: By June 30, 2023, the SSCCC will establish baseline measurements that articulate their current level communication to their stakeholders.

Objective 3: By August 31, 2023, the SSCCC will develop a comprehensive communication plan to reach 5,000 stakeholders.

Objective 4: By January 31, 2024, the SSCCC will initiate their communication plan to their stakeholders.

Objective 5: By November 30, 2024, the SSCCC will evaluate communication plan and update strategies based on lessons learned to reach 10,000 stakeholders.

SSCCC Infrastructure

Goal 3: *By December 2023, the SSCCC Executive Director will develop and initiate a comprehensive staffing plan that will include hiring and professional development of its staff.*

Objective 1: By September 30, 2023, the SSCCC executive leadership will complete a staffing assessment to determine optimal function and identify staffing needs.

Objective 2: By October 31, 2023, the SSCCC will develop a written staffing plan that conveys organizational chart, position functions and recommended staffing needs/changes.

Objective 3: By November 30, 2023, the Executive Director shall obtain approval by SSCCC Executive Board for any new positions added to the staffing plan.

Goal 4: *By January 2024, the SSCCC will create an annual Student Body Association (SBA) training playbook to support SBA members and advisors.*

Objective 1: By October 31, 2023, the SSCCC will facilitate a series of information gathering strategies to gain insight regarding the training needs of the CCC Student Body Associations.

Objective 2: By November 30, 2023, the SSCCC will develop an executive summary that shares findings related to the SBA training needs.

Objective 3: By January 1, 2024, the SSCCC will use the input from the information gathering sessions to develop SBA training playbook.

Student Participation and Activation

Goal 1: *By September 31st of every academic year, the SSCCC will ensure that 80% of all Regional Officer positions have been filled.*

Objective 1: By June 30, 2023, the SSCCC will develop a student recruitment plan intended to recruit students to serve in Regional Officer positions on the SSCCC.

Objective 2: By August 31 of every academic year, the SSCCC will coordinate with local Regional Officers to conduct SSCCC informational sessions for students on each CCC.

Goal 2: *The SSCCC will increase delegate, student, and campus attendance at the SSCCC's annual General Assembly by 15% in 2024 and by a 10% increment in 2025.*

Objective 1: By July 30, 2023, the SSCCC will determine the past 5-year average (excluding COVID years) of attendees to the SSCCC general assembly to establish an attendee growth baseline.

Objective 2: By September 30, 2023, the SSCCC will create a SSCCC general assembly marketing plan that informs CCC students about the benefits of attending the event.

Objective 3: By November 30, 2023, the SSCCC will develop a best practice guide that SBAs can leverage to increase student participation at the SSCCC general assembly.

Student Participation and Activation

Goal 3: *By 2025, increase student engagement with the SSCCC, its legislative priorities, and events by 20%.*

Objective 1: By July 30, 2023, the SSCCC will determine the past 5-year average (excluding COVID years) of student engagement in the SSCCC's legislative priorities and events to establish an attendee growth baseline.

Objective 2: By September 30, 2023, the SSCCC will create legislative priorities and participate in events that inform CCC students about the benefits of participation.

Objective 3: By November 30, 2023, the SSCCC will develop a best practice guide that SBAs can leverage to increase student participation in the SSCCC legislative priorities and events.

Goal 4: *By April 30, 2024, the SSCCC staff and Executive Committee will conduct a review and make recommendation regarding the SSCCC's onboarding process, member engagement strategies and other organizational structures to ensure they foster an inclusive culture in a manner that engages all members.*

Objective 1: By November 30, 2023, the SSCCC will determine the type of culture they want to create for its board.

Objective 2: By December 31, 2023, the SSCCC will determine how to operationalize the desired culture into their existing organizational structure.

Objective 3: By March 2024, the SSCCC will develop an on-boarding process and training schedule that orients its members to the culture it desires to set forth.

SSCCC Policy and Advocacy

***Goal 1:** By Spring 2025, the SSCCC will cultivate a pool of 200 students who can be effectively deployed to represent the position of the SSCCC in governance groups, panels, conferences and during legislative hearing statewide.*

Objective 1: By June 30, 2023, the SSCCC will develop a process for recruiting students who can serve as representatives on the behalf of the SSCCC on governance groups, panels, at conferences and during legislative hearings.

Objective 2: By August 30, 2023, the SSCCC will initiate a marketing plan that recruits 100 students in 2023-24 and 200 students in 2024-25 who can represent the SSCCC on governance groups, panels, conferences and during legislative hearings.

Objective 3: By September 10, 2023, the SSCCC shall coordinate an application process for student representatives to represent the SSCCC.

Objective 4: By September 15, 2023, the Executive Director will inform students acceptance/rejection from the application process.

Objective 5: By October 31, 2023, the SSCCC will develop and complete trainings for all student representatives that will represent the SSCCC at various meeting and engagements.

SSCCC Policy and Advocacy

Goal 2: *By December 2024, the SSCCC will establish relationships with federal and state legislators and/or their staff in 50% of the SSCCC regions statewide.*

Objective 1: By May 30, 2024, the SSCCC will establish criteria that clearly defines “established relationship” with federal and state legislators.

Objective 2: By June 30, 2024, the SSCCC will assess and determine the total number of “established relationships” they currently have with federal and state legislators as a baseline.

Objective 3: By July 31, 2024, the SSCCC will develop legislative engagement best practice that Legislative Affairs Directors can use to engage federal and state legislators.

Objective 4: By September 15, 2024, the SSCCC will provide training to Legislative Affairs Directors and SBAs on the legislative engagement best practices.

Objective 5: The SSCCC will provide on-going technical assistance to Legislative Affairs Directors and SBAs during the engagement process of state and federal legislators.

Goal 3: *By February 2024, The SSCCC will co-sponsor a minimum of six (6) federal and/or state bills.*

Objective 1: By September 30, 2023, the SSCCC will determine the legislative priorities for 2023 – 24.

Objective 2: By September 30, 2023, the SSCCC will work with the Board to identify legislative priorities that they want to co-sponsor.

Objective 3: By January 31, 2024, the SSCCC will execute the co-sponsoring process of federal/state bills for 2024.

SSCCC Policy and Advocacy

***Goal 4:** By October 21st of every academic year, the SSSCC will ensure 60% of all participatory governance groups have been appointed.*

Objective 1: By April 30, 2023, the SSSCC will assess and determine the number of participatory governance groups that are need of appointments.

Objective 2: By June 30, 2023, the SSSCC will develop marketing materials to inform students of the various governance opportunities available.

Objective 3: By September 30, 2023, the SSSCC will actively recruit students serve on open governance groups that lead to a minimum of 60% appointments filled.