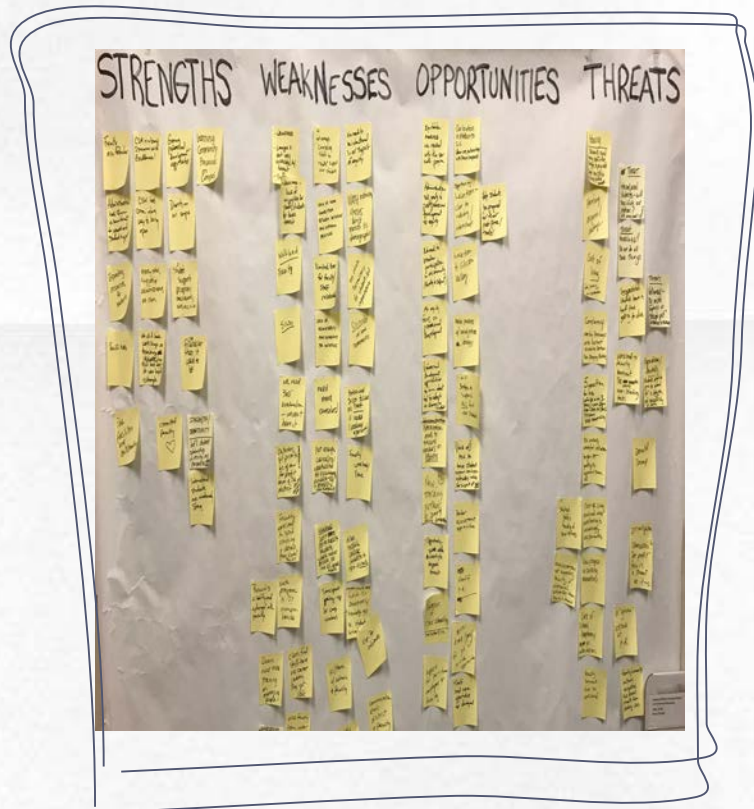# Education Master Planning

&

Focus Group Qualitative Data

Look Familiar?

Agenda

Planning at CSM
EMP qualitative
data

- Reflections
- Top 5 Priorities
- Workgroup
- Next steps

1.
Planning at CSM

Aligned with the District

EMP: The Intersection of Strategies & Goals

District Strategic Plan

CSM EMP Focus Areas & Priorities

CSM Strategic Goals

EMP Context

District Strategic Plan → CSM Strategic Goals → EMP Focus Areas & 5 Year Priorities

Draft outline review

2.

EMP Qualitative Data

What you all said…

CSM Speaks!

Over 250 CSM Voices

12 EMP Focus Groups with Faculty (FT & PT), Staff, Administration

Student Service Council 2/6
Instructional Admin Council 2/6
Social Science Creative Arts 2/7 & 4/4
Language Arts 3/12
Academic Support and Learning Technologies 3/12
Math & Science 3/9
Business Technology 4/5
Academic Senate 2/27
Student Senate 2/26
Classified Staff (flex Day) 3/8
Classified Senate 2/27
Counseling 5/3

Qualitative Focus Group Data Analysis

▨ The Process:

 ▨ Commonly called an affinity diagram, language processing diagram, or K-J (Kawakita Jiro) method

▨ Used to **analyze** large amounts of data to discover relationships that allow a direction to be established based on the associations. Stickie notes map issues and insights into a hierarchical **diagram**.

▨ Used by social scientists and businesses since the 1970s

About the EMP Qualitative Data

Strengths

- Voices from all areas of CSM represented
- Multiple opportunities for input
- Free flow conversation
- Reflection
- CSM voices drive the planning process

Limitations

- Frequency counts not possible: When participants chose not to write, quotes were transcribed by facilitator
- Reliance on facilitator for ranking of importance

Today: Remove facilitator bias through working group definition of priorities for EMP focus areas

How to Read the [Diagrams](#)

Black Labels

Direct quotes organized by common ideas.

Blue Labels

Summarizes an intersection of ideas contained in quotes.

First level groupings

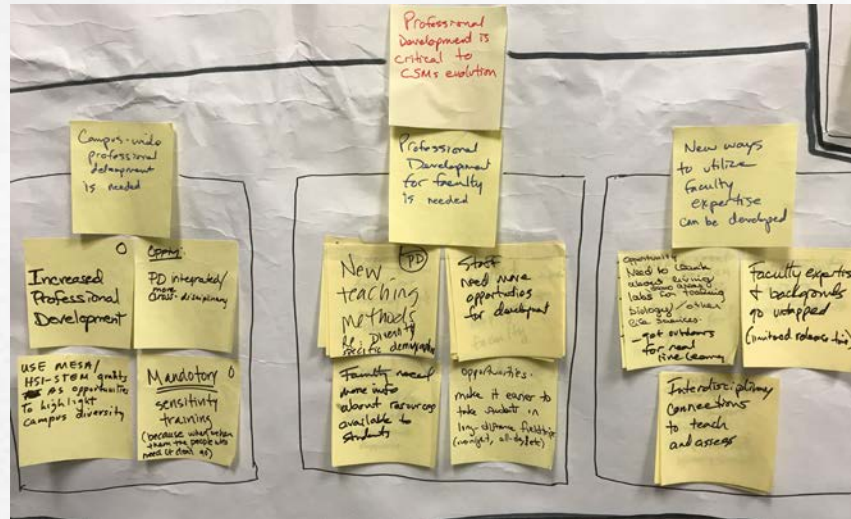### Red Labels

High level grouping of blue labels.
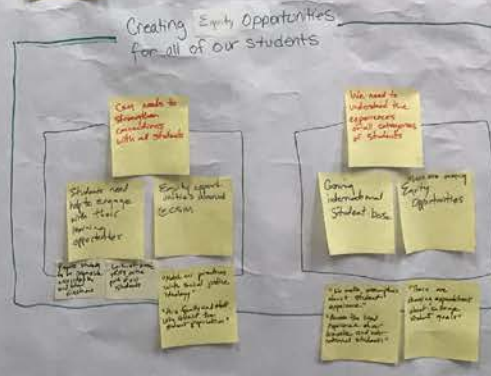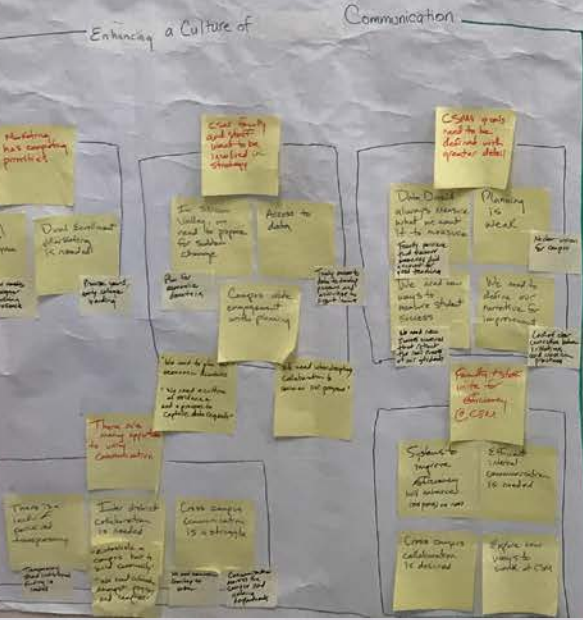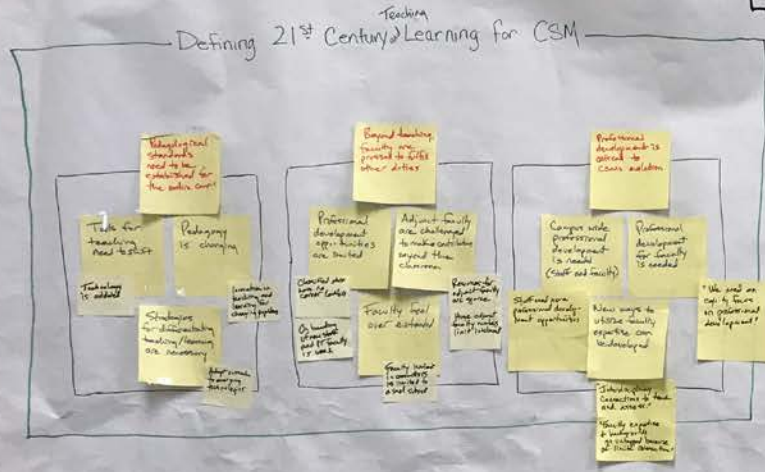
Second level groupings

Green Labels

Top Level summary of labels from all four SWOT Diagrams

Green is used only on the diagram showing the top level summary

EMP FOCUS GROUP
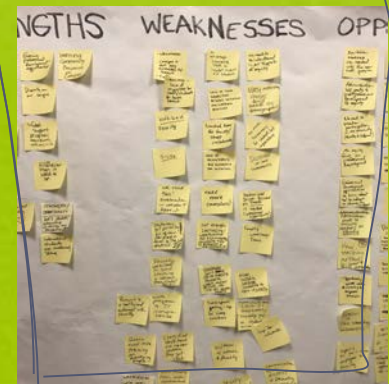TOP LEVEL DATA GROUPINGS

Reflections on the EMP Qualitative Data

▨Validate the voices and analysis you see on the walls (as a large group)
- ○ Gallery walk to answer:
  - ■ Does the qualitative data (black label) reflect the discussion in your focus group?
  - ■ Does the analysis reflect the black label data?

40 Minutes total with gallery walk

Small Group Discussion: The Top 5: Green Labels

▨Break into 5 groups by green data labels:

1. Defining Teaching and Learning for the 21st Century
2. Supporting our Students Dreams
3. Creating Equity Opportunities for all CSM Students
4. Enhancing a Culture of Communication
5. CSMs Value Proposition to the Community

▨Evaluate the green level titles
- ○Refine green labels based on the data OR create up to 3 alternative labels

▨Report out

▨EMP Workgroup

30 Minutes group work
5 minutes report out per group
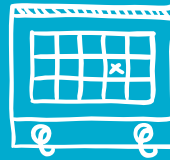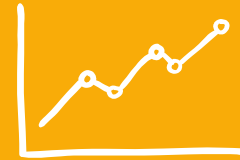
3.
Moving Forward

Next Steps

Communicate
*IPC Minutes to all CSM (May)
*Town Hall Meetings (Fall)

Design and plan (Fall)
*Priorities
*Structure
*Process
*Oversight

Implement
*Work towards priorities
*Measure progress

4.

HAPPY SUMMER

Thank you for your input and work today!