

CNM Strategic Plan Feedback Summary

2020-2024 Draft Strategic Plan

Feedback Summary

CNM received written feedback on its proposed Strategic Directions and Definitions and Objectives from a number of groups: President's Council; Student Focus Group; Faculty Focus Groups; OPIE; Faculty and Staff Survey.

The President's Council reviewed alignment between six high level themes (Graduation and Retention; Partnership; Communication; Safety; Customer Service; and Equity) and the Objectives. Reporting groups found 92% - 100% alignment between the themes and at least one of the objectives. See the President's Council Feedback report for more information.

Focus Groups (one for students, four for faculty and one for OPIE) reviewed Strategic Directions and Definitions and Objectives to assess whether the language of each is clear, somewhat clear or unclear. Majority of all groups found the strategic directions and definitions clear. Majority of the groups found each objective to be clear with one exception – 47.5% of faculty found the Student Success 3 Objective to be clear and 47.5% found the Objective to be somewhat clear. See the tables below for more information.

A faculty and staff survey was sent in News Link on April 11th and 18th. The survey was designed to mimic the questions asked in the focus groups to assess clarity of language and alignment between objectives and important CNM work/projects. Several of the respondents found the definitions to be extremely clear (36-46%), although 18% found the student success definition to be unclear. The clearest objectives appear to be SS2, CS2, and CS2 with at least 70% marking these as extremely clear. While OE11 had 14% mark them as unclear. Respondents indicated 100% alignment between the objectives and important work projects.

Overall, most focus group participants and survey respondents agree that these directions, definitions and objectives will help CNM achieve its vision "Changing lives, building community" and mission "To be a leader in education and training."

Additional themes from qualitative feedback can be found below.

Strategic Directions and Definitions

Directions	Students (n = 32)			Faculty Members (n = 21)			Survey (n=80)*		
	Clear	Somewhat Clear	Unclear	Clear	Somewhat Clear	Unclear	Extremely Clear	Somewhat Clear	Unclear
Student Success	72%	28%		57%	33%	10%	36%	41%	18%
Community Success	84%	16%		47%	43%	10%	46%	37%	6%
Organizational Excellence and Innovation	69%	31%		50%	30%	20%	41%	32%	13%

*Survey had neutral option percentage may not add up to 100%

Feedback about Strategic Directions and Definitions Themes

- Ensure the important themes explicitly show up in the definitions for each direction group: students, community and employees

CNM Strategic Plan Feedback Summary

- Clarify whom is served by Organizational Excellence and Innovation
- Curiosity around how to operationalize and measure the definitions
- Consider CNM's inclusion, influence and impact beyond Central New Mexico
- Ensure big ideas outlined in definitions carry through in the objectives

Objectives

Objectives	Students (n = 31)			Faculty Members (n = 21)			Survey (n=80)*		
	Clear	Somewhat Clear	Unclear	Clear	Somewhat Clear	Unclear	Extremely Clear	Somewhat Clear	Unclear
Student Success 1	87%	13%		67%	33%		58%	28%	5%
Student Success 2	78%	19%	3%	57%	33%	10%	71%	17%	6%
Student Success 3	78%	16%	6%	47.5%	47.5%	5%	58%	23%	6%
Community Success 1	87%	13%		81%	19%		64%	27%	4%
Community Success 2	84%	16%		95%	5%		70%	18%	4%
Community Success 3	71%	26%	3%	67%	19%	14%	44%	35%	8%
Organizational Excellence and Innovation 1	63%	37%		65%	25%	10%	50%	25%	14%
Organizational Excellence and Innovation 2	87%	13%		85%	10%	5%	53%	26%	9%

*Survey had a neutral option so percentage may not add up to 100%

Feedback about Objectives

- Use accessible language that many audiences will understand; minimize use of buzzwords and jargon
- Consider CNM's inclusion, influence and impact beyond Central New Mexico
- Exceptional employee experience could include: professional development
- Defining vague terms will allow for more accurate measurement – “equitable,” “safe,” “life-long learners,” “forward-thinking,” “asset,” “partnership,” “exceptional experiences,” “innovation,” “prosper,” “effective”
- Language that attempts to be inclusive can come across as exclusive (SS2)
- Avoid using passive voice

CNM Strategic Plan Feedback Summary

Agreement

	Students (n=23)		Faculty (n =18)		Survey (n=71)	
	Yes	No	Yes	No	Yes	No
<i>Overall, I agree that these directions, definitions and objectives will help CNM achieve its mission "To be a leader in education and training" and its vision "Changing lives, building community."</i>	100%		89%	11%	97%	3%

Focus Group Demographics

Category	Students (n = 31)	Faculty Members (n= 20)
Age	17 or younger - (1) 18 to 21 - (9) 22 to 30 - (7) 31 to 40 - (7) 41 to 50 - (2) 51 to 60 - (4) 61 to 70 - (1)	31 to 40 - (1) 41 to 50 - (14) 51 to 60 - (4) 61 to 70 - (1)
Gender	Female - (14) Male - (17)	Female - (17) Male - (3)
Ethnicity	Asian - (3) Black/African American - (3) Hispanic/Latino/Mexican - (14) Native - (5) White - (10) Mixed Race - (2)	Asian - (3) Hispanic/Latino - (1) Native - (1) White - (15) Mixed Race - (1)
Level of Awareness	Somewhat NOT informed - (6) Moderately informed - (20) Well informed - (5)	Somewhat NOT informed - (1) Moderately informed - (12) Well informed - (7)

CNM Strategic Plan Feedback Summary

Survey Demographics

Student 1% (n=1)

Faculty 20% (n=16)

Staff 78% (n=62)

Declined to respond 1% (n=1)