



▪ The Datatel Center for Institutional Effectiveness ▪

August 21, 2008

Mr. Eric Berube
Taft College
29 Emmons Park Drive
Taft, CA 93268

Dear Eric,

Many thanks for the time and courtesy extended to me on my visit to Taft College this week. I enjoyed the session with the planning council.

The following is our proposal for a consultant to assist with the formulation of a strategic plan. The proposal has been developed with an overall goal of producing a robust and sustainable strategic planning process for the College. To accomplish this goal, we suggest a commitment of 10 total consulting days.

I hope that you will find all the information you need to move forward with this project. I welcome the opportunity to further discuss this proposal and make any necessary changes to promote overall success of the project.

Thank you again for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott W. Epstein". The signature is fluid and cursive, with a large initial "S" and "E".

Scott W. Epstein, Ed.D.
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Project Scope of Work

The Datatel Center for Institutional Effectiveness (DCIE) proposes to provide consulting services to coordinate and facilitate a comprehensive institutional strategic plan for Taft College. The support and activities offered by DCIE is proposed to be provided in two phases. Phase one consists of the development of an internal infrastructure and facilitation of an environmental scan. Phase two will consist of the development planning goals, objectives and related performance measures.

Phase One

- Initial contact made by consultant to begin formal process
- Set up communications venue for consultant and Planning Council for training, resource development and document sharing
- Set up communications venue for consultant and Planning Council to garner wide-based constituent support and participation in the planning process
- Consultant organizes and facilitates Planning Council retreat to analyze results of environmental scan and perform SWOT (Strengths, Weaknesses, Opportunities, Threats) and PEST (Political, Economic, Sociocultural, Technological) Analysis

Phase Two

- Consultant facilitates a retreat of the Planning Council to develop institutional key performance indicators necessary to track the success of Taft College's Strategic Planning Goals and Objectives
- Consultant organizes and facilitates a retreat of the Planning Council to identify Key Performance Indicators
- Draft #1 of Strategic Plan written. Planning Committee organizes the presentation of Taft College's Strategic Planning Goals, Objectives, and KPIs to the campus community
- Adjustments made
- Council assists Planning Council in the development of Action Plan training
- Consultant organizes the Planning Council to implement a college wide planning infrastructure in preparation for action planning and work unit reporting processes

Deliverables

- The ability to support a sustainable and robust strategic plan for Taft College whose performance requirements touch each and every campus work unit
- A planning process that is aligned with Taft College's budgeting and resource allocation process
- A strategic planning process that aligns with institutional key performance indicators.
- A strategic planning college infrastructure that coordinates the strategic planning process and makes ongoing institutional and work unit reports and other communications necessary to keep the process robust.

Investment

Consulting services are billed at a rate of \$2,000 per day. Datatel will provide the specified deliverables for a cost of \$20,000. This amount includes the cost of one DCIE Consultant. Travel and related expenses will be billed separately as incurred.

Key Personnel

DCIE enrolls the assistance of a team of Academic Affiliates who consult on projects as appropriate and relevant to their expertise with colleges and universities. These experts and practitioners are located across the United States and assist DCIE with projects that focus continuous improvement, assessment, and strategic planning.

Mr. Peachy Peachy

Mr. Peachy is the former President of Burt Peachy Consulting, a group of facilitators and trainers specializing in organizational transformation through the application of quality improvement principles and practices. He has 32 years of experience in higher education, at both two and four year institutions—and has served as a faculty member, counselor, academic dean, and an executive assistant to the president at many institutions, including California State University at Long Beach, Santa Ana College, the Los Angeles Community College District, and El Camino College. Mr. Peachy has authored articles and book chapters on the application of quality in higher education, spoken at several conferences, and consulted nationally for the past eight years at colleges and universities from Florida to Washington. He is currently the Staff Administrator of the Continuous Quality Improvement Network and has been highly involved with the North Central Association's Academic Quality Improvement Project (AQIP) as a team leader and facilitator for the design of the AQIP Strategy Forum process. Mr. Peachy holds a bachelor's degree from the University of California and a master's degree from California State University at Long Beach, and he has engaged in Ph.D. coursework at the University of Southern California.

Project List & References

Below is a list of strategic planning initiatives facilitated by DCIE Consultants:

State Center Community College District

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State Center Community College District North Centers

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North Orange County Community College District

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Reedley College

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Jackson Community College

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Rio Hondo College

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