



## Professional and Organizational Development 2013/2014 Plan

**Mission:** The Professional and Organizational Development Department provides resources and leadership that actively engage all members of San Bernardino Valley College (SBVC) in continuous personal and professional growth.

**Vision:** The Professional and Organizational Development Department will prepare and promote opportunities to improve knowledge, instruction, performance and services that support the success of SBVC's diverse community of learners for a changing educational environment.

Updated 5/6/13 - by committee vote

### 1. Purpose of Professional and Organizational Development

- Increase awareness of the benefits of participating in Professional Development
- Inspire faculty and staff to share and learn new skills and techniques
- Collaborate with community college professional development programs
- Feature new resources on our department site
- Highlight program participants and facilitators
- Encourage management support and promotion program to faculty and staff

### 2. Goals:

- **Increase attendance in Professional and Organizational Development activities**
  - Offer courses that are relevant to faculty and staff
  - Improve marketing and communication of courses
  - Create "program champions" to help spread messages
- **Demonstrate value and create enthusiasm about program**
  - Reach out to faculty that have benefited from program to tell story
  - Connect new skills to a career ladder
- **Work with surrounding colleges to increase collaboration and course offerings**
  - By creating a stronger relationship with Crafton Hills College we will be able to combine resources
  - Reaching out to other community colleges will allow us greater visibility and collaboration opportunities
- **Educate faculty and staff about current activities and resources**
  - Through various communication channels (website, newsletter, emails) we will be able to better communicate offerings
- **Promote a sense of solidarity within the campus community**
  - Provide opportunities to network with other departments
  - Encourage faculty and staff to participate in committees and events



### 3. Target Audience/ Key Messages

There are 3 primary audiences that are served by Professional and Organizational Development; faculty (full-time and part-time), staff, and management. Each of these groups could benefit from the events, workshops and on-line resources available to them. Messages will sometimes need to be tailored to a particular audience to better address specific needs and benefits.

#### Faculty

- Learn from your peers
- Share your ideas
- Solve problems together
- Discover new technology

#### Classified Staff

- Sharpen your skills
- Learn from your peers
- Strengthen your network
- Climb a career ladder

#### Management

- Lead by example
- Sharpen your skills
- Encourage your staff to attend events

### 4. Communication Channels

- Website
  - Improved website layout
  - Combining committee and department pages
  - Updated online resources and
- Emails
  - Shorter emails; friendly language to convey message
  - Displayed in organized format (MailChimp)
  - Allows easy registration and viewing of upcoming events (EventBrite)

### 5. Program Evaluation

- Variety of session offerings and online resources
- Attendance numbers at sessions and events
- Surveys sent out after larger events

### 6. 2013/2014 Planned Activities

- Professional Development Day
- Great Teachers' Seminar
- Adjunct Faculty Orientation
- On-Going Workshops
- Classified Staff Appreciation Day
- SLO's Workshop Series