



FOOTHILL COLLEGE

12345 El Monte Road • Los Altos Hills, CA • 94022-4599

TO: Planning and Resource Council (PaRC)

FROM: President Judy C. Miner

DATE: March 12, 2015

RE: **Introduction to the Collaborative Brain Trust**

At the next PaRC meeting (Wednesday, March 18), I have invited Dan Rosenberg and John Spevak of the Collaborative Brain Trust (CBT) to join you in a discussion of their role in assisting us with our Educational & Strategic Master Plan process.

Dan and John (their bios and a link to the CBT website are attached) have helped many other colleges develop sound Educational & Strategic Master Plans. They see themselves as additional attentive ears and helping hands that will enable the college to listen to and record a wide variety of thoughts, feelings, opinions, and suggestions from faculty, students, classified staff, administrators, trustees, and community members. They will also help PaRC review and synthesize quantitative data and qualitative information and then develop the overarching five/ten-year goals.

With assistance from Dan and John, we will be using an educational and strategic master planning process characterized by inclusiveness, transparency, college-wide engagement and proactive communication. The expected result will be a useful Educational & Strategic Master Plan based on reliable and measurable data with provisions for sustainability through systematic evaluation.

Dan and John are active listeners, so please ask questions and offer suggestions at this initial meeting and throughout their time with us.

I am deeply appreciative that all members of PaRC are serving on the planning group and am certain this will be one of the factors leading to an outstanding plan!



The Collaborative Brain Trust (CBT)

<http://collaborativebraintrust.com/>

The CBT Consulting Team for Foothill College

John Spevak has worked on many projects for CBT, including (most recently) College of Marin, Irvine Valley College, Imperial Valley College, Bakersfield College, Oakland Community College (Michigan), Chesapeake Community College (Maryland), and Taft College. John is a retired chief instructional officer from Merced College, with 23 years of experience as an instructional administrator--seven as dean of off-campus centers and 16 as vice president of instruction at the same institution. He also spent 14 years at Merced College as a full-time English instructor and academic advisor, during which time he was an active member of his college's faculty senate. He earned his master's degree and Ph.D. in English from the University of Chicago.

John served for many years with the California Community College Chief Instructional Officers (CCCCIO) organization, first as a regional representative for several years, then as president-elect in 2000-01 and president in 2001-02. He has served on many statewide committees and task forces, including the Action Plan Group for basic skills and assessment, the System Advisory Committee on Curriculum (SACC), and the task force on repetition of noncredit courses.

Dan Rosenberg has tremendous experience as a senior educational planner and has served more than 30 community colleges across the country on a variety of educational master planning projects. His areas of expertise include enrollment management, growth forecasting, labor market analysis, demographic analysis and space needs projection and allocation. He holds a Bachelor of Science Degree in Economics from the Wharton School. His business background provides financial, analytical and communications skills that prove invaluable to his college clients. Dan is able to communicate complex issues in clear, understandable ways and enjoys fostering collaborative and creative problem solving.