



Strategic Planning Committee Notes

September 23, 2016

Peter Courtney Health & Wellness Center, Room 205

7:30 am – 8:00 am Continental Breakfast

8:00 am – 11:00 am Meeting

Present: Rex Fuller (Co-Chair), Laurie Burton (Co-Chair), Adry Clark, Betty Crawford, Paul Disney, Camila Gabaldon, Mark Henkels, Ivan Hurtado, Cec Koontz, Paul Kylo, Melanie Landon-Hays, Randi Lydum, Alma Pacheco, Peggy Pedersen, Adele Schepige, Chris Solario, Linda Stonecipher, Dan Tankersley, Ella Taylor, Steve Taylor, Shelby Worthing

Staff: Ginny Lang (Facilitator), Reina Morgan (Assistant)

Absent: Corbin Garner, Megan Habermann, Dave McDonald

Recap and Review

Ginny shared that most of the meeting time will be spent on the first complete draft of the document and then the group will recap on what's been going on, look at the work that is left to do, take a break, plan for the October town halls, and talk about the communications plan.

President Fuller thanked Laurie and Paul Disney for working with him to complete a draft ready to share with the campus this fall. The plan is on schedule with what was set back in April. President Fuller reminded the committee that it is a working draft that is meant to be critiqued. The hope is to be able to share the draft with other groups outside of the town halls so members should be thinking about where all to share the information. The plan will be launched concurrently with the development of the budgeting process as well as work on the core themes so we will have a whole bunch of tracks running in the same direction, using the plan to help guide our work. He said that he is very encouraged by where we are at due to all the heavy lifting by the group that has informed the work of the writers.

October Town Halls

Groups need to get their suggestions for revision in to the writers by Monday, September 26th and the writers will focus on putting together a new draft that is reflective of the the conversations in this meeting. Paul Disney suggested putting as much information as we can on the website for transparency so people can see it. Mark Henkels said that it is nice to be able to read a document before going to a meeting to discuss it so we should really consider at least providing an example under each topic

so that people have a better idea of what the SPC is thinking. It is important for people to have a say in it at this point in the process before things are more finalized and if we only provide them limited information then they might not feel they really got to have a say in the plan. Peggy and Laurie suggested moving the date of the town halls back until a revised draft is ready to be shown and Melanie suggested that since people already have it on their calendar we should move forward with the dates that have been set. The group decided to add a SPC meeting the Friday before the town halls so that the committee has an opportunity to finalize the materials for the town hall meetings. This newly added meeting will be on Friday, September 30th from 9-11am in HWC 205.

A suggestion was made to use flip charts with post it notes on them for people to provide their input on each topic. There would be a member at each station to facilitate and answer questions. Dave Foster said that his division has a poster printer and clipboards that can hold that are used for poster presentations.

Communicating x10

Communications plan

To determine:

Key audiences- for face to face meetings send two to three people from different areas of campus (ie. a student and faculty member, a Board member and a staff member, etc.) Fall

1. Faculty Union- could be naysayers, need to get to them early, need small group meetings with high touch access
2. Classified Union- need physical printouts and physical survey/feedback options (work with Heather for info)
3. Staff- call to visit staff meetings (designate staff from committee to go)
4. Faculty Division Meetings- Faculty SPC members present at these in Fall term, Senate
5. Coffee with the SPC ("office hours" in the WUC/Library) Happen late Fall
6. Students- Town Halls with food :)
7. BoT- Rex address at meetings
8. Alumni- Message from Rex at the HC dinner, email blast
9. Donors- email blast

Timeline

Union membership meeting first week- Melanie and Dave, Adele

In person meetings- early fall

Coffee chats late fall (each SPC rep does one?)

Town Hall for faculty during in-service week?

Wind Down Wednesday with info (like the coffee meetings)

Early Fall: Chance for faculty/staff to share a time they made a positive impact on students-or a time when they saw another staff/faculty make that same impact. How do you put the YOU in WOU, Without YOU there's only WO

Barriers:

People who fear change (listen and reassure)

People who are pessimistic about the plan (listen and share feedback)

Alums and staff who do not have access to web/email (work with supervisors to get that info out)

Talking points:

Step one: Start with Why have a Strategic Plan

1. Creating a shared a vision
 - a. Increase transparency and shared governance
 - b. Clear rationale for major campus decisions
2. Changing landscape
 - a. Going Independent
 - b. Funding structure from state
 - c. Changing student population (transfer students, preparedness of traditional students)
 - d. Possible dangers- accreditation concerns, retention, recruitment
 - i. Internal plan to guide us to be proactive against external forces
3. Identify areas of success and improvement (Go from good to great)
 - a. Create a culture of student centered practices- Everyone matters when it comes to student success (JFK/NASA Janitor story)
 - i. Won't bring extra work, bring meaning to the work we are doing
 - b. Create a culture of continuous improvement- avoid waiting for the next crisis
 - i. Learning Organization
 - ii. Proactive culture
 - iii. Everyone has an impact- help everyone figure out how their position impacts the campus

Step two: Mission Statement

Step three: Logistics

1. What is the Strategic Plan
 - a. MVV

b. Pillars and action steps Vision & Values

2. Who is involved?

Membership of committee - all areas of university

Who is responsible for it

- Development of actions (everyone)
- Updating it

3. When will it take effect?

- Deadlines

4. Framework for how we do our work, not a project on your plate

- Better communication moving forward to guide departmental and division goals
- Essential to accreditation

Step four: What happens in February 2017? (What implementation will look like) (how will this affect “me”)

-Stakeholder analysis--looking at who are our key audiences, who has influence and is that influence positive, negative or neutral.