



Strategic Planning Committee Notes

September 30, 2016

Special Meeting

Peter Courtney Health & Wellness Center, Room 205

9:00 am – 11:00 am Meeting

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

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

Absent: Alma Pacheco, Megan Habermann

Discussion on Upcoming Town Hall Meetings

For the town hall meetings on October 5th and 6th there will be a poster station for each topic set up around the room. SPC members will sign up to staff the stations, with ideally at least two people per station on each day.

There are two drafts of the strategic plan: one with metrics included and one with the initiatives (but says TBD for metrics). President Fuller suggested that the one that says TBD might be best for creating conversations so that new ideas can pop up rather than them simply reading what we have already thought of. It can reaffirm our thinking or help us discover new ideas. Members are free to talk about what we have thought of, but allow others to have ideas on it too. Another reason to not include metrics yet is that the committee hasn't had long to think about some of the things that have been added.

Mark Henkels commented that if people don't know what outcomes and metrics mean then we're going to get all this feedback and have trouble getting it implemented by January. People won't know what our thoughts were and be surprised when they find them out. President Fuller pointed out that there will be another town hall in November where people will have a chance to see more information before things are finalized. The question is how much to share right now, especially when some of the items may not have even been agreed upon by the committee. Steve Taylor asked if we have as much time as we need in order to do things properly and Rex explained that we do have

the ability to slow down if we need to and that is what we will do if we do not have consensus.

Paul Disney suggested creating a middle document with ideas that the committee already thinks are solid to use as examples. Mark added that then people can see what a metric is and what an outcome is and will have a better idea of what kind of things to be thinking of. Mark also suggested putting up a screen or poster with a glossary of terms.

Dave Foster asked what we want the outcome of this town hall to be. He said that the slides make it seem like we want them to come up with more ideas of initiatives. Do we want them to suggest initiatives? Or are we wanting outcomes and ways to measure initiatives? Steve suggested that the objective for next week is for people to be able to weigh in on what we have and give new ideas of what they have. President Fuller added that it is a bit of confirming our ideas hopefully but also identifying gaps.

Melanie said that we should be strategic about what we leave off so that we can have a nice conversation with them about it. It's not a poster presentation where people look at the poster but don't really talk to the presenter. Steve suggested having an extra easel with flipchart next to each poster to give room for comments so that the posters don't get overly crowded. Adele added that the key to making this all work will be letting people know what to expect ahead of time so that they come in having read the draft plan and know what they will be doing when they get there. President Fuller said he can cover that in the next message that goes out to campus.

Peggy asked about the format that we are presenting, thinking that if we are sharing examples of initiatives that we need more than what's on the posters right now. Chair Burton clarified that the groups will be deciding what the bullets should be and we will have an example outcome and metric. Ginny pointed out that that the language under the pillars that gives an explanation of what the initiative is missing. Cec asked what we call the items that are numbered 1.1, 1.2, 1.3, etc. President Fuller suggested strategies, action items, or tactics, and Melanie suggested that those are our priorities. Chair Burton said she thinks "action items" is a good term because it sounds like we're going to do something about them. That makes the structure as follows: the top numbers are strategic initiatives, below those are action items, and then a sample outcome and metric.

Mark asked what the NSSE initiatives are so President Fuller provided a handout and explained that NSSE is a student's view of the campus environment. The survey is done when students come in the door as freshmen and again when they go out the door as seniors. It allows us to compare ourselves with schools that we think we are like on

items like academic advising. Steve asked about our international student population and President Fuller shared that we have about 300 international students. He asked if that is something that we would like to see grow to a larger percentage and also if we would like to see more of our students go abroad. Is that a priority? What action items would change that? Dan mentioned that we also need to focus on international student preparedness to participate in an English speaking classroom. There are ways in which they both add and detract from the education. President Fuller reminded everyone that all of the other plans on campus need to align with the strategic plan, and the enrollment plan is one of those.

Steve asked about the strategic plan versus tactical plans and said that colleagues are confused about what is part of the strategic plan. President Fuller suggested that maybe we need some handouts on the types of things the committee has looked at to show what is included in a strategic plan and what the other plans are that go along with it.

Dave Foster pointed out that the circles for student success in the new draft and the institutional priorities don't quite match up/use the same language. Instead of transformative education, perhaps call it academic excellence. Call the bubbles the mission drivers. If we are good at all those things then we will see an increase in student success. Ginny suggested that the group really think about the five pillars and where all of these things fit in and whether there are gaps that other people will notice.