



Strategic Planning Committee Notes

January 13th, 2017

Willamette Room, WUC

8:30 am – 11:00 am Meeting

Present: Rex Fuller (Co-Chair), Laurie Burton (Co-Chair), Adry Clark, Betty Crawford, Paul Disney, Camila Gabaldon, Corbin Garner, Megan Habermann, 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: Erin McDonough (Executive Director, Strategic Communications & Marketing), Reina Morgan (Assistant)

Absent: Ginny Lang (Facilitator), David Foster

Review

Chair Fuller shared that Dr. Katherine Schmidt looked over the document and made edits to it. The latest draft has been sent to the Board members and they were asked to send any questions or concerns to Ivan or Cec.

Review and Discuss January 3 Draft

Steve provided some word-choice suggestions for the draft which are in the folder for today's meeting. The group agreed it would be helpful to present the plan online in such a way that you can hover over words that not everyone is familiar with and have it show a definition.

Ivan asked about avenues for new or additional resources that will be needed to implement the strategic plan. Chair Fuller noted that these topics are covered in Section V. (Sustainability and Stewardship) sub 3. of the plan. The Board will hear a report on expanding revenue sources at the January 25th meeting. The idea will be to take a more comprehensive approach to fundraising that is ongoing and strategic rather than just as one-by-one opportunities come up.

Cec shared that she feels really good about the plan. Betty said that she is still not confident that in a year or two it will be in use and not stuck in a closet. Chair Fuller explained that it will really be on him and the Board to make sure that it is a part of the way we do our work. Paul Disney suggested an annual review with a report on each of

the initiatives to show what is being done as it relates to the plan. Annual division reports can be a part of that.

Steve asked how the various departments/offices on campus will operationalize the plan. Will they each have their own strategic plan? Or will they just report back how they're aligning with *this* plan? Rex suggested looking at the student success section of the plan as an example. Academic departments can make sure they are providing a pathway that is within 180 credits and think about which and how 2+2 plans can be enhanced for transfers. Those are some ways they can show they are aligned. For an administrative unit it could be something like removing barriers to course scheduling and making sure online functions can be done in a seamless way.

Dave McDonald shared that our accreditation process is happening parallel to this. The things that are being done for strategic planning will roll into what is reported to NWCCU. One of the things that we were dinged on before was a lack of alignment. As we go forward, the reporting that is done on campus will be in support of accreditation and the strategic plan so it should all line up well.

Steve said that there are a couple of places where there are too many words in his opinion, but that things have been cleaned up and there are some really strong sections. The diversity section has been fortified and it is a great document that allows people to connect to it. Rex pointed out that the group hasn't had a trend of voting on things, but maybe now is a good time to be able to show the Board the level of support. Cec made a motion to recommend that the Board adopt the plan. Steve seconded the motion and all were in favor.

January 19 Town Hall

The next and final town hall meeting will be January 19th. The final draft with any new edits will go out to campus by Tuesday morning (January 17) and the purpose of the town hall will be to take comments again, and also provide insights about what is in the plan and what will be happening next. Erin will also have a display of options for marketing the plan.

Erin presented story boards to the committee that will be used at the town hall for voting. In addition to taglines there are ideas for a potential cover for the plan as well as visuals for how it could look on other media such as PowerPoints, business cards, and letterhead.

Megan suggested using the flip charts to get people's ideas for implementation. Rex presented the idea of having something similar to the Academic Excellence Showcase

to highlight successes related to the plan. It would be a way to show what our colleagues have done so they can be recognized for it.

January 25 Board of Trustees

Co-Chairs Fuller and Burton will give a brief synopsis of the work that has been done and present the plan with the unanimous support of the committee. Committee members are invited to attend to be recognized for their work at this celebratory moment.

Implementation and Next Steps

February 3rd will be the final SPC meeting to wrap up this phase of the process and be thinking about next steps for implementation. There will be a budget document available for review as an example by then. There will also be a conversation about measures and metrics. Laurie has done some work putting together examples of measures and metrics from past documents.

Betty asked if the plan will be on the website permanently. Chair Fuller said it would be, along with other background materials and resources. For example, sample measures and metrics might be there, and later we might add things from the showcase, videos, and other examples of actions or activities that have occurred in support of the plan.

Chair Fuller thanked everyone for their hard work and said that it is without a doubt one of the highest performing groups he has been a part of. This is work that will allow us to go forward in a way that is profound. He shared that during the presidential search two years ago he spent time wandering around the campus during his initial visit. There is something distinctly unique about this campus that is apparent to every first time visitor and that is our commitment to students. Day in and day out it is a place of excellence.