

PLANNING COUNCIL MEETING
October 15, 2012
1:00 P.M.
Athens State University Chapel

Members in Attendance: Rick Mould, Chair; Jess Brown; Robert Burkhardt; Sylvia Correa; Ronald Cromwell; Lynn Frank; Gary McCullors; Nate Mitchell; Felicia Mucci; Susan Owen; Evan Thornton; and Debbi Kelley (Recorder)

Members Absent: Amanda Branscombe; Thomas Pieplow; Tandy Oliver (ASU Student)

I. Approval of Minutes

- A motion to approve minutes from the April 30th meeting was made by Nate Mitchell and seconded by Susan Owen. Minutes unanimously approved.

II. Board of Trustees - Dr. Joe Sparks, Liaison and Consultant

1. Board of Trustees is totally accountable for the University:

- Athens State University has gone through a transformation and will now begin its transition. The Board of Trustees:
 - ❖ sets the strategic direction of the University (not necessarily Strategic Planning);
 - ❖ hires and fires the Chief Executive Officer (the President) who is the only employee of the Board; and
 - ❖ is charged with designing proposals and processes to protect the University's assets.

2. Transformation

- First, the University must have a mutual vocabulary for planning and for the institution. Everyone must be *"singing from the same page"*.
- Six steps of planning before we move forward:
 - ❖ Vision – what do we want to be?
 - ❖ Mission Statement – what are we going to do and who is going to do it?
 - ❖ Strategic Goals – what are we going to do and why?
 - ❖ Strategies – where and how are we going to accomplish these goals?
 - ❖ Objectives (tactics) – when and how much?
 - ❖ Action Plans – who and what resources?

- Performance Management – hold accountability meetings on a regular basis to review:
 - ❖ Strategic Agenda
 - ❖ Capability Agenda
 - ❖ Operational Agenda (Profit or Loss)

III. Three Year Strategic Plan

- Dr. Cromwell distributed and reviewed the Strategic Plan Report for 2012-2015
 - ❖ The report covers Institutional Goals and Strategic Goals
 - ❖ It was noted that the Strategic Plan Report should include budget items. This will be coordinated with the Vice President of Financial Affairs and the Manager of the Business Office, as it will take some time to prepare.
 - ❖ After the report was reviewed, Dr. Cromwell asked if the report system made sense to everyone. There was one question: *“How will the objectives be communicated to the responsible parties?”* Each department will be informed and held accountable.
 - Dr. Cromwell noted that data should be used to make decisions; and
 - Each department would and should use the goals to determine what the students should learn and on what they will be assessed.
 - ❖ This Three Year Strategic Plan Report will go to the Administrative Council next week and, upon approval, will be presented to the Board of Trustees.
 - ❖ A question was asked about how information would be disseminated to the faculty from the committees that are reviewing policies and processes during this transition period. Dr. Cromwell answered that the information would be presented in both the faculty senate and staff senate. It will then be the responsibility of the Deans and department heads to pass the information along to personnel in their area.

IV. Other Business – none

V. Adjourn

- Meeting adjourned at 2:15 p.m. The date for the next Planning Council meeting will be sent by the chair via email.

Respectfully submitted by:

Debbi Kelley