

Strategic Planning Committee Meeting

November 21, 2019

The Strategic Planning Committee met on Thursday, November 21st at 3:00 p.m. in the Sandridge Student Center Banquet Room. Present were Ms. Bethany Campbell; Ms. Pam Clark, Recorder; Dr. Keith Ferguson; Ms. Jackie Gooch; Mr. Jeff Guenther; Dr. Diann Hammon; Ms. Belinda Krigel; Ms. Sarah McAbee; Mr. Mike McCoy; Ms. Molly Pepper; Ms. Penny Pitts; Mr. Derrek Smith; Dr. Jackie Smith; and Dr. Quanda Stevenson. Ms. Courtney Boaz, SGA President; Mr. Ronnie Chronister; Dr. Joe Delap; Mr. Doug Patterson; Dr. Darlene Turner-White; and Ms. Debra Vaughn were absent.

Dr. Way called the meeting to order at 3:00 p.m. He welcomed everyone and asked for a motion to approve the June minutes. Mr. Guenther made a motion to approve and Dr. Stevenson seconded the motion. The minutes were approved on a voice vote; one member abstained.

I. Remarks by Dr. Way

- Dr. Way expressed his desire to have everyone consulted and their suggestions valued going forward with the next ten-year plan.
- The horizon will be the year 2030 with progressive, bitable benchmarks that can be achieved every few years.
- Conversations are ongoing at the Administrative Council level based on outreach, diversity, recruitment, inclusion, etc. and the information is being collated to document where the University is headed. The information will be shared with the Strategic Planning Committee so a plan can be created.

II. Anchor Institution Discussion

- The goal is for Athens State to be seen as an Anchor Institution by developing a reciprocal relationship with the community.
- Athens State is engaged in the following activities, which support the community:
 - Community Service – students gain experience, build personal and professional relationships
 - Arts/Culture – students get practice, for example, performing in plays
 - Economic development – working on growing our region by partnering with the community and helping with the labor force needs
 - K-12 education – students benefit from student teaching in schools
- The University has purchased Collaboratory, which is a new database software that can be used to create reports on what we are doing and how to relate to the community.
- Several University personnel attended the Coalition of Urban and Metropolitan Universities Conference (CUMU) and remarked on what they learned and how we can use the information.
- Dr. Way referred to the handout, Appendix D: Anchor Dashboard, which outlines how an anchor institution is engaged with the community.

III. Diversity and Inclusion

- Diversity in our student body is improving as a result of recruiting in new geographic regions.
- Athens State's student body does not yet match the demographics of our feeder schools.
- We could work to make faculty and staff better match the racial and ethnic composition of our region.

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IV. Enrollment Management Planning: Recruitment

- Support students and programs that parallel with feeder schools.
- Recruit in non-traditional areas.
- One idea is a dual degree or one continuous pathway.

V. Student Retention

- Student retention is up 1.6% from the previous fall.
- The retention scholarship has helped increase the retention rate.
- One way to further improve retention would be to determine how we can identify students and assist them before they stop out.
- To increase retention by one percent, we only need to retain seven additional students (based on a cohort size of 650-750).

VI. Blackboard Organization Tour

- A Strategic Planning organization has been set-up in Blackboard (Bb) for faculty and staff to share useful information and post feedback.

The meeting adjourned at 3:56 p.m.

Respectfully submitted: Pamela D. Clark

Handouts given at meeting:

1. Meeting Agenda
2. Appendix D: Anchor Dashboard 2016-2017 Core Measures