

Strategic Planning Committee Meeting

November 6, 2018

The Strategic Planning Committee met on Tuesday, November 6th at 2:30 p.m. in the Ballroom. Present were Ms. Pam Clark, Recorder, Dr. Joe Delap, Dr. Keith Ferguson, Ms. Jackie Gooch, Mr. Jeff Guenther, Dr. Diann Hammon, Ms. Belinda Krigel, Ms. Sarah McAbee, Mr. Mike McCoy, Mr. Chris Moss, Ms. Penny Pitts, Mr. Derrek Smith, Dr. Quanda Stevenson, and Ms. Debra Vaughn. Mr. Ronnie Chronister, Dr. Ron Ingle, Ms. Angelique Long, Mr. Doug Patterson, Ms. Molly Pepper, Dr. Jackie Smith and Dr. Darlene Turner-White were absent.

Dr. Delap called the meeting to order at 2:30 p.m. He welcomed everyone and thanked each attendee for their time. He asked for amendments to the September 18th minutes. Dr. Stevenson asked to add data will be distributed to the “Strategic Planning Committee” and the Faculty Senate. There were no further amendments to the minutes so he asked for a motion to approve the minutes. Ms. McAbee made a motion to approve the minutes and Ms. Krigel seconded the motion. The minutes were approved.

I. Strategic Plan Report Card 2016-2017

Dr. Delap asked if anyone had any observations about the report card. There were no observations mentioned.

II. QEP Progress Report

Dr. Delap asked Dr. Stevenson to talk about the QEP.

- The first meeting took place on October 23rd with a group of representatives from each area of the University.
- Attendees included: Ms. Mary Aquila, Dr. Chet Breaux, Ms. Dakota Cotton, Dr. Mark Gale, Mr. Jeff Guenther, Mr. Derrek Smith, Dr. Jackie Smith, Dr. Quanda Stevenson, Ms. Debra Vaughn and Dr. Darlene Turner-White.
- Possible topics for the QEP include:
 - Student Success Center
 - Globalization
 - A continuation of the writing QEP
- In January or February of 2019 there will be a kick-off meeting for faculty, staff, students, alumni and the community.
- There will be small focus groups formed to gather feedback from their areas.
- By Fall 2019 a QEP topic will be determined.

III. Academic Program Review Status

Dr. Delap asked Mr. Guenther to talk about the Program Reviews.

- The Office of Institutional Research and Assessment has produced and distributed via email to the program coordinators and the deans fact sheets for all academic programs.
- Feedback has been received from the deans, but the fact sheets have not become public because we are still awaiting feedback from program personnel.
- Each program fact sheet contained information on enrollment, student learning and course and grade data.

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- Fact sheet data will be used in program reviews to help prepare for accreditation.
- In fall 2019 a preliminary program review report may be given to the Board of Trustees.
- Information needed for programs reviews include:
 - Digital transformations
 - Financial implications – Mr. McCoy will craft a question for this area
 - Resources
- Dr. Stevenson suggested a modification to the title of the Academic Programs: Relevance & Resiliency Review document due to the negative connotation associated with the term “relevance.”
- Dr. Delap stated the terminology is from ACHE, but suggestions are welcome to change the language. The Office of Research and Assessment and Dr. Delap will collect any suggestions submitted.

IV. 2018-2019 Marketing & Communications Plan

This item was tabled until the next meeting so Mr. Chris Latham could attend and answer questions.

V. Other Discussions

- Dr. Delap suggested reading the book Breakpoint by Jon McGee on comparative advantage and have discussions with each other.
- Determine the emotional appeal that draw students here.
- Determine our comparative advantage and what we offer to students.
- Mr. Smith suggested finding our comparative advantage as a project for the Marketing Research class.
- One problem is that community college enrollment has declined so our numbers have also declined. We have to find a way to work through this.
- Another problem is the competition from 4-year institutions attracting adult students.
- We need to get outside of our 50-mile radius and reach out to the online students.
- Ask employers what they want students to have.
- Have distinctive programs that cannot be obtained anywhere else.

Dr. Delap thanked everyone for attending. The meeting adjourned at 3:24 p.m.

Respectfully submitted: Pamela D. Clark

Handouts given at meeting:

1. Strategic Plan Report Card 2016-2017
2. Academic Programs: Relevance & Resiliency Review
3. Strategic Marketing & Communications Plan 2018-2019
4. Reimagine Difference: Comparative Advantage