

Strategic Planning Committee Meeting

February 26, 2020

The Strategic Planning Committee met on Wednesday, February 26th at 11:00 a.m. in the Sandridge Student Center Ballroom. Present were Ms. Courtney Boaz, SGA President; Ms. DeAnne Boseck; Ms. Bethany Campbell; Ms. Pam Clark, Recorder; Ms. Phyllis Claxton; Ms. Crystal Creekmore (proxy); Dr. Joe Delap; Dr. Keith Ferguson; Ms. Jackie Gooch; Mr. Jeff Guenther; Dr. Diann Hammon; Ms. Belinda Krigel; Mr. Mike McCoy; Mr. Derrek Smith; Dr. Jackie Smith; Ms. Debra Vaughn and Dr. Philip Way. Mr. Jamie Adams, Mr. Ronnie Chronister, Ms. Sarah McAbee, and Dr. Darlene Turner-White were absent.

Dr. Way called the meeting to order at 11:00 a.m. and asked Dr. Smith to chair the meeting. Dr. Smith welcomed everyone and asked for a motion to approve the November minutes. Dr. Hammon made a motion to approve and Dr. Delap seconded the motion. The minutes were approved on a voice vote.

Dr. Smith introduced three new members to the committee: Mr. Jamie Adams, Ms. DeAnne Boseck, and Ms. Phyllis Claxton, who will all serve three-year terms.

I. Title III Measurable Objectives

- Dr. Smith reminded everyone of the goals and objectives of the Title III Pathways to Success grant project (see handout). The goals and objectives should be included in the next strategic plan, which this committee is responsible for developing.

II. Update on Blackboard (Bb) Organization Engagement/Input

- Dr. Smith encouraged everyone to view the feedback and enter comments in the Bb Strategic Planning organization.
- Other discussion boards in Bb include diversity/equity/inclusion, retention, student success/Title III, and technology.

III. Recruitment Feedback & Strategic Doing

Dr. Way presented "Recruitment Strategies: Feedback from Blackboard Site" (PowerPoint presentation later emailed to the committee). Discussions included:

- Goals for recruitment – increase numbers, more diversity, greater quality. The key is to retain students.
- Five Ps (of marketing)
 - Product – what programs to attract and quality of campus life.
 - Price – more scholarships and aim at military who have government funding.
 - Place – online versus face-to-face versus hybrid; locations, and scheduling.
 - Promotion – branding and website revamp.
 - People (Employees) – important for our students' experience. Make our services fit our students' schedules and needs, increase recruitment staffing, and introduce more technology to assist in recruitment.
- Recruitment strategies
 - Each college has a plan in place.

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- Recruitment strategies (continued)
 - Strategic doing: Being mindful of the budget and allocating resources for important matters.
 - Program development: Clusters of faculty are being formed to decide what programs to offer based on student needs. Incubator teams, resource teams, and array teams are also being formed to assist in program development.
 - Other priorities include: Website redesign, intranet, graduate recruiter, honors college, educating students on the usage of financial aid, under resourced students, market top three programs in each college, market 2+2 programs, and counseling high school students.

The meeting adjourned at 12:04 p.m.

Respectfully submitted: Pamela D. Clark

Handout given at meeting:

Title III Measurable Objectives