

Strategic Planning Council Minutes

April 19, 2023

The Strategic Planning Council met on Wednesday, April 19th at 11:00 a.m. in the Athens State Ballroom. Present were Ms. Pam Clark, Recorder; Dr. Mike Essary; Ms. Barbara Ferguson; Ms. Jackie Gooch; Mr. Jeff Guenther; Dr. Katherine Kandalec; Ms. Belinda Krigel; Dr. Kim LaFevor; Mr. Chris Latham; Mr. Mike McCoy; Ms. Ashley Miller; Ms. Missy Ming Smith; Ms. Rachel O'Sullivan (K. Ferguson proxy); Mr. Jeff Powers; Dr. Dave Ragsdale; Mr. Derrek Smith; Dr. Timothy Thornton; Dr. Lee Vartanian; Ms. Amirah Wasi; Dr. Catherine Wehlburg, Ms. Jennifer Wolfe; and Dr. Lionel Wright. Mr. Jamie Adams, Ms. Toni Carter, Dr. Keith Ferguson, Ms. Laura Beth Horn, Ms. Beth Jenkins, Mr. Hugh Long, Dr. Randy Parker, Mr. Gary Valcana, and Ms. Gabrielle Whitney McGraw were absent. Special guests were Mr. Mitchell Bazzel and Ms. Megan Johnson.

Dr. Wehlburg called the meeting to order at 11:03 a.m. and welcomed everyone. She asked for any amendments to the March minutes. Dr. LaFevor requested adding metrics for goal five. The members voted unanimously to accept the minutes as amended.

Dr. Wehlburg stated the focus of the meeting would be on the priorities for the strategic planning goals. She gave a brief overview from the draft of Dr. Dana Hoyt's report, and added that Dr. Hoyt's final report on the analysis of Athens State University will be coming soon. The purpose is to take the strategic plan priorities, combine them with Dr. Hoyt's feedback, and create an action plan that will be given to the Board. The action plan will include metrics to measure progress and help determine areas that need additional resources.

Members were divided into groups to discuss updates to the priorities from the last meeting. Dr. Wehlburg asked each cabinet member in the group to bring their priorities to the next cabinet meeting.

Horizon 2030 Goals

Goals 1 and 2 - Academic Programs and Quality Teaching and Learning Guenther, Kandalec, Krigel, Ragsdale, Thornton, Vartanian, Wolfe and Wright

Reviewed the undergraduate and graduate student exit surveys.
The group would like to create an employer survey to see what our stakeholders are looking for.
It might be time to re-evaluate our institutional learning goals.
Discussed teaching and academic quality – how it impacts retention.

Goal 3 – Student Services – Recruitment, Retention and Graduation Bazzel, Latham, Miller, Smith, Wasi and Wehlburg

No updates from the last minutes for priorities. Conversations were centered on tactics and how to meet/exceed expectations.

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Goal 4 – Financial Affairs and University Advancement – Resources and Resource Allocation

Essary, B. Ferguson, Gooch, Johnson, McCoy, Ming Smith, O’Sullivan and Powers

Priority 1 - State Appropriations

2024 – Updated to \$20.6 million

2027 - Increase 5% over the 3-year period to \$23.6 million

2030 - Continue with 5% over the 3-year period

Priority 2 – Grant Applications

2023 - 3.0 million

2024 - 3.2 million – 10% increase

Goal 5 – Anchor Institution/Community Engagement LaFevor

We need to determine the scope of the goal and possibly change the language.

Language change suggestion – Athens State University will be known as an innovative and responsive service provider for global, regional, business and workforce development to meet the relevant talent development goals central to economic development and business sustainability, as well as key community partner for service and lifelong learning that supports personal enhancement and marketability and for diverse constituencies we serve.

Top goals include: fully deploy learning partnerships, conquest sales, global hub, operationalize the incubator, continuing education, and we need to do a needs assessment.

Dr. Wehlburg thanked everyone for their input. The meeting adjourned at 12:00 p.m.

Respectfully submitted by: Pamela D. Clark