

Institutional Strategic Planning Council (ISPC)
Meeting Minutes – April 18, 2011
205 Welch Hall

Attendees: Colin Blakely, Byron Bond, Theodore Coutilish, Matthew Evett, Tara Lynn Fulton, Michael Fox, James Gallaher, Ellen Gold, Raouf Hanna, Walter Kraft, Bernice Lindke, John Lumm, Susan Martin, Linda McGill, Murali Nair, Bin Ning, Carl Powell, Melody Reifel Werner

1. Members Introduction around the table

2. Dr. Sue Martin, President, welcomed and thanked Council members for willingness to serve. The ISPC Charter was distributed. President gave a brief background of committee when first arrived on campus.

- Were we considered a metropolitan University (under Fitzpatrick), where do we want to be, what information do we need to obtain, what is our future, who are we serving, what markets shall we serve, i.e., doctorate programs, health programs, outreach activities, etc., what do we need to strengthen on campus? We were involved in the Mission/Vision statements.
- We now need measures for Fiscal Year 2013, and to consider what matrix to use
- We need to also improve our retention and graduation rates
- This Council is not a new body, but new people have been added. At this point, we are involved in updating our Systems Portfolio, which is due April 20, 2012.

3. Strategic Planning Resources

Raouf Hanna prepared a CD and CD-Index of the Strategic Planning Resources which was distributed to the Council. Also distributed was the Data Highlights information sheets, and the Student Profile Brief.

- Strategic Planning is engaged in finding a template to collect data
- Category 8 has been completed and will be posted to the web site
- Would like the whole campus to review
- Communications will be forthcoming as to what's happening on the Council and campus
- A network will be established on campus for continuous information and updates, i.e., how to develop a process, what's needed to get results, etc
- We are considering outside facilitators, from outside EMU, for the focus groups
- Determine what groups we should think about for external and internal committees
- Crosscutting Committees were effective in the past

4. Quick Update on Micro Strategic Planning Efforts

Academic Affairs – Tara Lynn Fulton

- Fifteen people were pulled together in January and charged to do a Vision/Mission statement for Academic Affairs
- Timeframe - complete draft by October and obtain the approvals process by December
- Task Force split their time during January, February, March
- It's a diverse area, and many people involved
- Using eCollege tools, looked for model statements, as a group
- Drafted the Vision Statement and hope to finalize next Tuesday, April 26, 2011
- Target dates are scheduled at 6- and 12-month intervals
- We are scheduled to meet in January for updates as to how we are progressing, etc.
- Thanks to the HR team for their assistance with facilitating to improve the process
- We have not done a lot of benchmarking

Business & Finance – John Lumm/Michael Fox

- Started a process two years ago, known as a SWOT Analysis
- Developed a Vision Statement from SWOT
- Every 6 months meet together as a leadership team
- In July, set up objectives with 6- and 12-month targets
- Will meet again in January for updates as to how we are progressing, and on track
- Again, thanks to HR (James) and team for their assistance in facilitating this group
- Focused on data control, customer service, and productivity
- We have done some benchmarking

Student Affairs & Enrollment Management – Bernice Lindke

- Division strategy was to involve departments that would fit within the plan
- Human Resources helped us frame the Mission Statement (8-page document)
- Five-year plan has been broken down by each year, finishing up the first year
- Need to develop a strategic plan process, and look at it from the University level
- The Division is operating at the highest efficiency of best practices

Information Technology – Carl Powell

- President Martin and John Lumm have been very supportive of IT
- Strategic Plan is a combined effort of the IT Steering Committee with the IT Leadership
- Working together to revise, revisit, and develop the strategic plan
- Started with an external outlook for higher education, with peer comparisons
- Addressed collaborative spaces of classrooms, dorm rooms, and facility offices
- Separate plan to define annual operational objectives
- Continue to move ahead with an Annual Program Report
- Revisit the Strategic Plan every two years

Athletics – Melody Reifel Werner

- Started in 2006/2007
- Subcommittees formed and going through a self-study of NCAA
- This will be a good launching pad for the next Strategic Plan
- NCAA initial report is due April 29, 2011
- Follow-up with a site visit
- Question/Answer session this afternoon (3:30 p.m.) within the five areas
- Five separate areas have been identified within Athletics
- NCAA draft reports took awhile, and will be posted next week
- Focus Groups are important
- Subcommittees involve about 10-12 members, across campus, i.e., staff, students, etc.

Colleges – Murali Nair

- Met with faculty
- Did not have a Strategic Plan
- Looked at strategic initiatives and timelines
- Eight (8) Focus Groups
- Sent out survey a month ago
- In the process of writing
- Web sites, looking at scholarships, collaborations, etc.
- Problems have been identified

Extended Programs/Continuing Education – Byron Bond

- In the review mode

- Arrived July 2007 and had no overall Strategic Plan
- Started/brainstormed with the leadership
- Developed Mission and Five Strategic Directions

Library – Tara Lynn Fulton

- Does not have a Strategic Plan
- The group was not unified nor ready
- Need to set goals, get people working and thinking about strategic planning
- Need to work through the process together
- Hopefully, will plan to do Strategic Planning next year

Communication/Marketing – Walter Kraft/Theodore Coutilish

- Initial stages began in December
- Vision/Mission statements was placed on hold for the semester
- Received great assistance from the individuals in HR, getting us on track
- Looked at how we can assist the University with image and perception, etc.
- Develop a role for a 2-way communication dialog among the various entities
- Facilitate a greater understanding of dialog, and better support for all areas
- Consider how we publicize more information regarding academic success
- Focus groups with high school students, parents, and counselors
- Working with several groups to develop a Strategic Marketing Plan
- Football Marketing (18 subcommittees), also working on a Baseball Strategic Plan
- We need to think about ways to use technology within the classroom

Human Resources – James Gallaher

- Looking at ways to fix all of the things wrong with HR
- Develop key items as action plans and hold people accountable
- Looked through templates and tools in identifying things
- Focus our Strategic Planning to help others, i.e., customer satisfaction, use of technology, process improvement, evaluating people
- Take individual goals, list projects under these goals, and performance, both strategic and operational
- Emphasis to support others, in facilitating groups

5. Focus Groups

- Student Groups
- Parents
- Outside Constituents
- Faculty
- Vision/Mission
- Scholarship and/or Research (combine)
- Data Information

Consider kinds of groups and ways to introduce University Strategic Planning in a positive way. We also need a common simple agreement as to where we want to be in 5 years, and how to do this process.

COMMENTS:

- Need to share changes on strategic planning, and to keep it simple
- Have accountability on an individual level
- Need measurements and outcomes, start with the micro process
- Goals and strategies important

- Develop General Guidelines
- Use technology for changing our ways to serve our campus population
- Develop a list of what we have in groups and teams
- Develop introductions as to why we are doing this
- Be careful of cynicisms
- Utilize our web sites for information
- Start work revising our Vision/Mission statement (draft)
- Create a brief “White Paper” with our history, why we are here, what does the plan look like, how do we move forward
- One page weekly updates (Newsletter)
- Ways to have a voice, what are some things you can do, attend a forum, serve on a committee, participate in a focus group, read a document for input

6. Next Meeting Agenda

- Monday, May 2, 2011, 10:30 a.m.–11:30 a.m., 205 Welch Hall
- Agenda forthcoming

Meeting adjourned – 11:35 a.m.

Respectfully submitted,
Ann Rentfrow