

Institutional Strategic Planning Council (ISPC)
Minutes – Tuesday, August 16, 2011
205 Welch Hall

Attendees: James Carroll, Matthew Evett, Michael Fox, Tara Lynn Fulton, James Gallaher, Ellen Gold, Derrick Gragg, Raouf Hanna, Walter Kraft, Bernice Lindke, John Lumm, Susan Martin, Linda McGill, Murali Nair, Bin Ning, Carl Powell, Melody Reifel-Werner

Guest: Anita Schnars

Welcome: Jim Carroll from the Provost Office

Agenda Items/Key Points

- Approval of Agenda
- Approval of Meeting Minutes – July 12, 2011

Pre-work

- Prototype of Outline Strategic Data Gathering Tool
- Complete Stakeholder Matrix - Continue
- Review EMU Units Strategic Planning Matrix (updated)

Project Planning Phase – Anita Schnars, HR

Roundtable Discussion

- Discussion – Please read Strategic Planning Matrix & Stakeholder Matrix
- Data Gathering Instruments
- Communications Method
- Electronic Demos
- Pulse Check – Is this working for everyone?

Distributed:

- Gantt Chart, blue indicates completion, red 70% done; page 2, detailed project plan
Select Data Gathering Tool, Draft Communication, Select Groups, 8/16/2011
 - Need to develop a variety of different tools
 - Create Strategic Planning Website to post updates as developed
 - Select group names
 - Stakeholder Matrix
 - Notes from ISPC Strategic Planning Session (6/27/11)
Part 1: Strategic Theme Input (Grouped by Common Themes)
 - Theme 1: Change, Creativity (Innovation) and a Focus on the Future*
 - Theme 2: Inspire New Organizational Growth (Aspirations)*
 - Theme 3: Leaders and Decision-Making*
 - Theme 4: Collaborative, Supportive and Cohesive Behaviors*
 - Theme 5: Institutional Reputation, Recognition and Opportunity*
 - Theme 6: Diversity*
 - Theme 7: Resources, Affordability*
 - Theme 8: Technology*
 - Theme 9: Quality Teaching and Learning Environment*
 - Theme 10: Student Focus and Enrollment*
 - Theme 11: Global Presence*
 - Theme 12: Community and External Environment*
- Values (Page 5)*

Looking at the key behaviors that are going to be required of EMU to achieve its vision over the next 5-10 years, what values do we need to embrace?

Keep existing Guiding Principles (with definitions) as indicated in EMU Philosophies Primer as follows: Accessibility, Relevance, Responsiveness to Change, Flexibility, Quality, Collaboration, Accountability, Affordability

Student Voice (SV) – Presented by Ellen Gold

- Very impressive with many good features
- 650 major universities use SV
- DSAEM has paid for this service
- DSAEM conducted a division-wide assessment
- Feedback within 48-hour turnaround
- Provides national bench marking assessments
- Consultant satisfaction
- Student learning outcomes
- Data Utilization
- Surveys, Coordinates/completes
- Offers webinars at no cost

Subgroups formed to work on the Strategic Matrix, as follows:

A. Data Collection and Reporting

Mike Fox, Raouf Hanna, Bin Ning, Carl Powell, Anita Schnars

B. Communication, Marketing, and Web Site

Theodore Coutilish, James Gallaher, Walter Kraft

C. Students, Parents, and School

Ellen Gold, Bernice Lindke, Jelani McGadney, Melody Reifel Werner

D. Regents and Area Businesses

Raouf Hanna, John Lumm, Sue Martin

E. Staff

James Gallaher, Raouf Hanna, Anita Schnars

F. Faculty, Academic Programming

James Carroll, Matthew Evett, Tara Lynn Fulton, Murali Nair

G. Alumni

Colin Blakely, Derrick Gragg

Comments/Discussion:

- Data team will need to consider method of gathering data
- Determine what information is needed electronically
- How we approach and select the focus groups
- Develop different types of questions, but standardized

Nest Meeting/Adjournment

- Thursday, September 29, 2011; 9:30 a.m. (205 Welch Hall)
- Meeting adjourned – 4:20 p.m.

Respectfully submitted,
Ann Rentfrow