

Institutional Strategic Planning Council (ISPC)
Minutes – Tuesday, November 13, 2012
205 Welch

Attendees: Colin Blakely, Jim Carroll, Ted Coutilish, Mike Fox, Tara Lynn Fulton, Ellen Gold, Walter Kraft, John Lumm, Sue Martin, Bin Ning, Matthew Norfleet, Anita Schnars

Absent: Jim Carroll, Tara Lynn Fulton, James Gallaher,

Chair: Raouf Hanna

Meeting called to order: 9:03 am

Agenda Items/Key Points

- Approval of Agenda
- Approval of Meeting Minutes

Discussion and Actions

Discussion began with review of the Values draft. There were several suggestions with wording and removing some specific terms. Raouf called for a motion to accept the Values as follows:

Excellence – We provide an exceptional environment to our faculty, staff, and students. We improve our performance continuously and strive to be the best in everything we do.

Respect – We care for our people, communities and the environment and show respect for the dignity of the individual.

Inclusiveness – We create an environment that supports, represents, embraces and engages members of diverse groups and identities.

Responsibility – We are accountable – individually and in teams – for our behaviors, actions and results. We keep commitments.

Integrity – Integrity and transparency are critical to our institutional effectiveness. We pursue the highest level of personal, intellectual, academic, financial and operational integrity within the University community.

Passed Unanimously.

The group moved to Strategic Direction at 9:11 am. The Strategic Directions that were being reviewed came from a work group who reviewed and studied our survey and feedback. There was a variety of discussion while reviewing this next step. Raouf explained that the group should consider, perhaps 5 directions. The market analysis can assist with this based on the data that was provided. The Strategic Directions should not be goals but rather “direction” such as: framework and planning. Then the Directions are further defined with goals. Raouf also reminded the group that the Strategic Directions should be considered general enough to adapt, but specific enough to guide us. Emory University was brought up as an example regarding their Vision statement and “Themes”. There was some discussion about changing our “Strategic Directions” to “Themes”. Further discussion brought up thoughts such as: Capturing the footprint and positive impact that EMU has on the area/environment, include academic programming, alumni, campus life, attracting the best to live and work here. Input was provided from a student perspective from Student Government President Matthew Norfleet. He indicated that students appreciate the relationships they have with their faculty and the staff at EMU. The campus is flexible,

students appreciate programming and student organizations, these organizations are truly student led. These organizations sustain themselves because the students care and have genuine interest, not because faculty requires attendance or participation.

There was further discussion on how our goals need to be measurable, incorporate technology, and the Strategic Directions need to resonate with campus. The group felt that based on the good discussion that took place within this meeting it was most important to capture brief Strategic Directions and then work on the specific language later, along with the goals and actions.

The group tentatively agreed on the following strategic directions for further discussion at the next meeting:

- I: Student Success – Enriching education, experience
- II: Community Engagement
- II: High Performing Organization
- III: Access and Affordability
- IV: Academic quality programs and research

Next Meeting/Adjournment

- TBD – End of November
- Meeting adjourned – 10:30 am

Respectfully submitted,
Casey Wooster