

Institutional Strategic Planning Council (ISPC)  
Minutes – Friday, November 30, 2012  
205 Welch

**Attendees:** Jim Carroll, Ted Coutilish, Tara Lynn Fulton, Walter Kraft, John Lumm, Bin Ning, Anita Schnars, James Gallaher, Jim Carroll, Melody Riefel, Colin Blakely

**Absent:** Matt Evett, Mike Fox, Ellen Gold, Derrick Gragg, Sue Martin, Murali Nair, Matthew Norfleet

**Chair:** Raouf Hanna

Meeting called to order: 9:04 am

### **Agenda Items/Key Points**

- Approval of Agenda
- Approval of Meeting Minutes
  - An updated timeline was distributed for the group to review

### **Discussion and Actions**

Raouf recently found and shared an *EMU - 2002 University Strategic Directions* brochure. There were six Strategic directions in this brochure. A handout was provided to the group indicating these 6 directions. Discussion began looking for any comparison between the 2002 directions and the current directions the committee has been discussing. The directions differ in verbiage, but there are similarities. The discussion then became focused on how to keep a strategic plan healthy and focused. What happened with the ongoing execution of the 2002 plan? How can we insure that our current plan will stay on track and supported? University leadership changes could be contributed to the lost support. Perhaps the process failed because it was not realistic and budget was not aligned. We should formally outline our process for ongoing support of this Strategic plan. An excerpt was read from the GVSU Strategic plan describing a process for a periodic review of the plan for relevance, currency and appropriateness. This process does not necessarily require a single leader. Our potential Strategic directions reflect areas of the HLC accreditation process. There is linkage between the Strategic plan and the institutional accreditation process. We can work collectively in preparation for our 2017-18 site visit and supporting the Strategic plan. Additionally, when the plan is appropriately aligned with budget processes, the incentive to follow the plan will trickle down to assist and support departments and their planning. There was good discussion regarding “plan survival”.

9:30 am – Discussion moved back to the Strategic Directions.

The Strategic directions that were determined from the last meeting were written on the white board to reflect upon and discuss. Feedback included that the Provost would like to see research and programs emphasized. Community engagement perhaps should read as Service and Engagement. “High Performing Organization” may not entirely be a strategic direction, however this should be built into each direction. There was continued discussion and opinion with regard to wording and interpretation, broad versus specific, access and affordability, quality is a very broad term and should be better defined. The group was reminded to stay focused on the purpose of the Strategic Directions versus what will eventually become our goals and actions. The group tentatively agreed on the following revised Strategic directions:

- I. Student Success
- II. High Performing Academic Programs and Quality Research
- III. Institutional Effectiveness
- IV. Service and Engagement that improves the Community

The group was reminded to review these directions and envision how these directions will assist in their area(s) to further accomplish their specific goals. The next step is to build the framework and goal/action structure. The Values must be high performing and measurable as well as capital outlay must be confirmed.

There was brief discussion on next meeting appropriateness and Dr. Martin securing assistance for next steps.

**Next Meeting/Adjournment**

- TBD – In December
- Meeting adjourned – 10:17 am

Respectfully submitted,  
Casey Wooster