

EASTERN KENTUCKY UNIVERSITY

MEETING: Strategic Planning Committee **DATE:** March 14, 2003 **TIME:** 1:30 p.m.

: MINUTES APPROVED

PRESENT: Darryl Barnett, Byron Bond, Jim Clark, Jim Conneely, Karen Dilka, Betina Gardner, Sarah Hajjar, Mary Hall, Ken Johnston, Laura Koppes, Ted Lloyd, Dan McBride, Mike Reagle, Jaleh Rezaie, Kay Scarborough, Matt Schumacher, David Sefton, Frank Shaw, Cheryl Stone, Elizabeth Wachtel, Doug Whitlock

ABSENT: Virginia Falkenberg, Michael Foster, Joanne Glasser, Keith Johnson, Gregory Myers, James Street, Aaron Thompson, Mark Wasicsko, Mary Whitaker, Paul Wirtz, Bruce Wolford

CALL TO ORDER:

Laura Koppes called the meeting to order at approximately 1:32 p.m.

APPROVAL OF MINUTES:

The February 14, 2003 minutes were approved.

CHAIR'S REPORT: Laura Koppes

Committee members were reminded to submit names of individuals assisting with the strategic plan to Shelia Adams.

Committee members were asked to provide Laura with feedback on participating in the satellite telecast on April 10, 2003 (see attachment).

Laura announced that the committee would meet every Friday in April 2003. Committee meetings will be held at 1:30 p.m. in Library 310.

SUBCOMMITTEE REPORTS:

Strategic Planning Process Subcommittee: Doug Whitlock reported that the subcommittee has discussed with Karen Carey the process of gathering feedback on the draft strategic plan using zoomerang. Doug Whitlock, Laura Koppes, Sara Hajjar and Karen Carey will meet next week to discuss this further.

Strategic Plan Subcommittee: Karen Dilka reported that the subcommittee has not met. The subcommittee will meet to discuss who will write parts of the plan.

Budget Subcommittee: Ken Johnston reported that the subcommittee would meet Monday.

Assessment and Review Subcommittee: Libby Wachtel reported that the subcommittee has met to work on assessment, implementation of process, and roles and responsibilities of various groups. The subcommittee will meet again March 24 and provide a more formal report March 28.

Communications Subcommittee: Sarah Hajjar reported that the subcommittee would report under Unfinished and New Business.

UNFINISHED BUSINESS:

Values Survey: Laura Koppes distributed copies of the ECU Core Values Survey Summary Report to be posted on the web (see attached). The following suggestions were made and accepted:

- Delete “Miscellaneous” category on page 5 and edit the title “Suggested Additional Values” to read “Suggested Additional Values With More Than One Percent”.
- Add a notation that a detailed report is available.

Sarah Hajjar made a motion to approve that the revised document be posted on the Strategic Planning web site. Ted Lloyd second, motion passed. Document will be posted in one week.

Focus Group Summary Report: Laura Koppes distributed copies of the Focus Group Summary Report to be posted on the web (see attached). Libby Wachtel made a motion to post the summary on the web with a notation that a detailed report is available. Motion passed. Document will be posted in one week.

NEW BUSINESS:

2003-2006 Strategic Plan DRAFT: Laura Koppes distributed copies of the 2003-2006 DRAFT Strategic Plan and Definitions (see attached).

Frank Shaw made a motion to add a core value “Traditional Ties to Appalachia”. Motion second by Jaleh Rezaie. Cheryl Stone made a friendly amendment to add a core value “Appalachia Heritage”. Motion and amendment failed. After a lengthy discussion, the committee decided to ask the ECU community if the plan should contain a reference to our connection with the Appalachian region.

Jim Conneely made a motion to edit the strategic direction “Elevate the cultural diversity programming to be a national model” to “Enhance a climate that supports diversity”. Jaleh Rezaie second, motion passed.

Laura Koppes distributed confidential documents including a beginning point for the strategic directions and key performance indicators (see attached). Jim Clark suggested the KPI’s include student learning outcomes and what we’re going to complete by when.

Ken Johnston made a motion to edit the strategic direction “Increase financial flexibility in university reserve funds” to “Increase financial flexibility”. Jim Conneely second, motion passed.

Ken Johnston made a motion to edit the strategic direction “Increase external funding with emphasis on grants/contracts, private support, in-kind contributions, and economic development activities” to “Increase net external support for the university through methods such as grants/contracts, private support, in-kind contributions, and economic development activities”. Jim Clark made a friendly amendment to remove in-kind contributions. Amendment accepted by Ken Johnston, motion seconded by Darryl Barnett and passed. Frank Shaw suggested the slash in grants/contracts be replaced with a comma.

Ken Johnston made a motion to edit the strategic direction “Enhance faculty and staff use of technology and needed training” to “Enhance faculty and staff use of technology”. Motion passed.

Libby Wachtel made a motion to edit the strategic direction “Elevate recruitment and retention of a diverse faculty, staff, and student body to reflect the global society” to “Increase recruitment and retention of a diverse faculty, staff, and student body to reflect the global society”. Motion passed.

Darryl Barnett made a motion to disseminate the DRAFT strategic plan, an alphabetical listing of the strategic directions and key performance indicators with suggested changes made, and a narrative section. Kay Scarborough second, motion passed.

Dissemination of Plan

Laura Koppes announced that the draft strategic plan would be distributed Monday, March 24, 2003 with a two to three week opportunity for feedback. Committee members were encouraged to present the draft strategic plan to their own workgroup and gather feedback.

The following questions will be asked to the ECU community when the draft strategic plan is distributed. The planning process and communications subcommittees will meet with Institutional Research to refine these questions for the online survey.

- Is this plan unique and specific to ECU? In other words, does it sound like ECU? Do we want it to?
- Is this plan an institutional level plan?
- Will this plan provide guidance for planning at all levels of the university?
- Anything missing?
- Is the plan concise but yet, flexible, so it can be modified as we continue with planning cycles?
- The plan does not contain a reference to our connection with the Appalachian region. Do you think the plan should reflect this connection?
- Is the draft plan consistent with the Core Values listed in the plan?

Sara Hajjar distributed a list of ways the draft strategic plan will be disseminated (see attached). Kay Scarborough suggested the documents be posted in the announcement section of all Blackboard courses. Laura Koppes will discuss options for the Board of Regents with President Glasser.

ADJOURNMENT:

Laura Koppes moved to adjourn at approximately 4:00 p.m.

Submitted by Shelia Adams