Notes Strategic Planning Committee Meeting of October 2, 2009 1:30pm in Parenzo Conference Room

Present: Gabriel Aquino, Marijoan Bull, Nicole Dipilato, Tian-Jia Dong, Robert Hayes, Brian Hubbard, Brad Knipes, Mary Kronholm, Ryan Meersman, Laurie Simpson

Absent: Junior Delgado, Brenda Lucas, Barry Maloney, Carol Persson, John Shea

The meeting began with introductions. Chair Brad Knipes reviewed the agenda and took members through each item.

The first item was a review of the charge of the committee. The current Strategic Plan is in its last year, and thus the committee is convened to develop a new 5 year plan. The committee is advisory to the ACC, and the first item—recommending a process for developing the plan—needs to be completed soon, as the plan itself needs to be in place before the end of the academic year. The other specifics in the charge were discussed including: getting campus-wide input; matching goals with measurable outcomes; monitoring and reporting on progress of goals; and monitoring relevant trends in higher education and grounding the plan in contemporary data.

There was a discussion on the process followed during the prior Strategic Planning Process, as several members also served during that period. The approaches that worked in getting campus-wide participation were discussed, as well as, new ideas for getting input. It was agreed that the process needs to be transparent and strive for the greatest level of involvement possible—despite the fact that even with the best efforts it can be difficult to get participation. Some items raised were the importance of getting faculty buy-in, keeping the Board of Trustees informed, and using a variety of techniques from surveys, to forums, to Breakfast with the President, department head meetings, SGA meetings, and department meetings.

 Chair Knipes noted that the current plan appears to have served the campus well. It guided decisions and is linked to measurable outcomes. He stated it is important that the college community realize the role and importance of the Strategic Plan as a guiding document for resource decisions. He suggested there should be an effort to promote awareness of the undertaking and its importance. He wished to get more background information on the process used the last time.

It was noted that the ACC request document should be corrected to indicate the committee has 15 members not 13—reflecting the increase in MSCA members.

Chair Knipes also directed committee members to the primer on Strategic Planning he emailed earlier. He highlighted some aspects of this document and recommended reading it.

There was a discussion of different analysis techniques used in strategic planning including SWOT and Porter’s Five Forces. Chair Knipes noted that he was working with IT to create a shell in PLATO that the committee could use for discussion, the sharing of documents, and group editing.

Bob Hayes noted that the Cabinet had asked for the Strategic Planning Committee to endorse the 12 goals that emerged from the day long retreat as the annual plan for the last year of the 2005-2010plan. On a motion by Bob Hayes, seconded by Mary Kronholm, the 12 goals were endorsed unanimously. Bob Hayes will pass that information on and will also report to the Board of Trustees that the committee has convened to begin the planning process.

At the conclusion of the meeting a summary of work items and assignments was presented:

1. Read primer on Strategic Planning : All members (after emailed by Brad Knipes)
2. Meet with Stephanie Kelly to get background on the last strategic planning process: Brad Knipes
3. Consider a vehicle and message content for promoting the planning process to the campus community and review vision versus mission statements: MJ Bull and Brad Knipes
4. Draft a participation plan with ideas for when and how participation from all stakeholders would happen: Mary Kronholm and Laurie Simpson.
5. Gather Data for an environmental scan—including external data on higher education, job and industry trends, and internal documents that guide decisions such as the Long Range Capital Plan, new program initiatives, etc. : Bob Hayes
6. Draft a communications plan to guide how the committee communicates messages to the campus and beyond (vehicles for communicating, coordination with other groups/events, etc.): Brian Hubbard.

Chair Knipes noted that another meeting time/day could be Wednesday afternoons.

It was agreed that the next meeting would be WED. OCTOBER 21st at 1:30pm, location TBD.

Meeting Adjourned at 3:10pm.

Respectfully Submitted,

Marijoan Bull