

Strategic Planning Committee Minutes

June 13, 2022

The Strategic Planning Committee met on Monday, June 13th at 10:30 a.m. in the Athens State Ballroom. Present were Ms. Toni Carter; Ms. Pam Clark, Recorder; Dr. Joe Delap; Dr. Mike Essary; Ms. Barbara Ferguson; Ms. Jackie Gooch; Mr. Jeff Guenther; Ms. Kayla Kohanek-Tankersley (Jenkins proxy); Ms. Belinda Krigel; Ms. Sara McAbee; Mr. Jeff Powers; Mr. Derrek Smith; Dr. Timothy Thornton; Dr. Lee Vartanian; Dr. Philip Way; Ms. Jennifer Wolfe; and Dr. Lionel Wright. Mr. Jamie Adams, Dr. Rick Barth, Mr. Ronnie Chronister, Dr. Keith Ferguson, Dr. Jameha Gardner, Ms. Laura Beth Horn, Ms. Beth Jenkins, Dr. Kim LaFevor, Mr. Chris Latham, Mr. Mike McCoy, Mr. Benjamin Shepard, Mr. Gary Valcana, Dr. Catherine Wehlburg, and Ms. Gabrielle Whitney McGraw were absent. Special guests were Ms. Lynn Frank, Ms. Linda Graves, Mr. Gary McCullors, and Mr. Jerry Stephens.

Ms. Krigel called the meeting to order. She asked for a motion to approve the May minutes. Ms. McAbee introduced a motion to approve the minutes and Mr. Wright seconded the motion. The motion was unanimously approved on a voice vote. Ms. Krigel introduced Mr. Javier Reyna and Mr. Vinnie Johnson from Anthology. She turned the meeting over to Mr. Reyna and Mr. Johnson, who presented on "Creating a Cultural Catalyst for Transformation to Enable the University Vision & Mission" (Attachment).

After the presentation, Mr. Reyna stated we need to determine what to do to put Athens State in the best place for success. We need to measure where we are at (transactional vs. transformational) in order to implement the best strategy and plan to make us successful. Mr. Reyna thanked us for our time and the opportunity to share information.

Ms. Krigel thanked everyone and stated we will have more discussions. The meeting adjourned at 11:45 a.m.

Respectfully submitted: Pamela D. Clark

Attachment: "Creating a Cultural Catalyst for Transformation to Enable the University Vision & Mission"

Anthology Presentation

Creating a Cultural Catalyst for Transformation to Enable the University Vision & Mission

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Characteristics of university functioning in a transactional versus transformational capacity

Run the University Transactional

- Tactical Daily Operations
- Operational Budget
- Operational Expense: Op-X
- Primary Revenue from Tuition / Programs
- Daily Focus on Managing Staff & Operational Efficiency
- Delivery of the What & How
- Policy & Procedures, Expense and Audit Controls
- Corrective Actions to resolve Issues

Stabilization/Operations/Manual Effort

vs.

Enhance the University Transformational

- Strategic Planning & Execution
- Capital Budget
- Capital Expenditures: Cap-X
- Pursue Revenue Diversification opportunities
- Focus on Institutional Growth and Partnerships
- Enabling the WHY of the Mission
- Vision Casting and Institutional Story Telling
- Preventive Actions/Root Cause Analysis

Optimization/Strategic Initiatives/Automation