

Strategic Planning Committee Meeting

October 14, 2020

The Strategic Planning Committee met on Wednesday, October 14th at 11:00 a.m. in the Athens State Ballroom. Present were Ms. Pam Clark, Recorder; Ms. Phyllis Claxton; Dr. Joe Delap; Dr. Keith Ferguson; Ms. Jackie Gooch; Mr. Jeff Guenther; Ms. Belinda Krigel; Dr. Kim LaFevor; Mr. Chris Latham; Ms. Sarah McAbee; Mr. Mike McCoy; Mr. Derrek Smith; Dr. Jackie Smith; Dr. Darlene Turner-White; Ms. Debra Vaughn and Dr. Philip Way. Special guests were Dr. Jim Kerner, Dr. Kat Quinnell, Dr. Stephen Spencer, Dr. Lee Vartanian and Dr. Lionel Wright. Mr. Jamie Adams, Mr. Ronnie Chronister, Dr. Diann Hammon, Ms. Laura Beth Horn, and Mr. Rylan Pendleton (SGA President) were absent.

Dr. Way called the meeting to order at 11:00 a.m. and welcomed everyone. He asked for any amendments to the September minutes. There were no amendments to the minutes and they were approved on a voice vote.

The purpose of the meeting was to discuss how to cascade the plan down to decentralized units. The members were asked to work in groups to discuss how their unit plans compare to and support the University plan (Horizon 2030).

Group 1 – Guenther, LaFevor, Spencer, Vartanian and White

- College of Arts and Sciences
 - Developed a plan for academic quality and student success with a set of key performance indicators and an on-going tracking document.
 - A mission, vision, and plan were developed for the Alabama Center for the Arts (ACA) collectively with Calhoun. Both institutions are working on finalizing the plan by making more specific in terms of measurable objectives and collecting needed data.
 - Due to COVID, the College would add technology, remote learning, student engagement, virtual or remote environment to the planning process.
- College of Education
 - Developed a quality assurance system – to address who we are and what our goals are.
 - Hold accountable to reach goals.
 - Look at plan and align with CAEP.
 - Have a plan for recruitment and retention that aligns with the University plan.
- Vice President for Academic Affairs
 - We have an opportunity to set clear directions strategically for the institution by developing key performance indicators (KPIs) related to our five main goals. We need to determine how we measure specific objectives and outcomes that map back to the five goals.

Strategic Planning Committee Meeting

October 14, 2020

Group 2 – Delap, Kerner, Quinnell, J. Smith, Vaughn and Wright

- College of Business
 - Developed a plan that aligns with goal #1 on the University plan - supports program development. Two new programs, Advanced Manufacturing Management and Occupational Health and Safety Management, have been developed.
 - The College of Business plan aligns with goal #5 on outreach. Outreach includes building relationships with companies (e.g. DEFCON) and establishing memoranda of understanding (MOUs) with various community colleges.
- Library
 - The library has four main goals: To develop and maintain materials and services, make sure people are using the materials and services, maintain physical and virtual spaces, and qualify employees.
- Vice President
 - Corporate and Community Relations (CCR) aligns with goal #1 of the University plan – program needs for employers.
 - Suggestion to include the Carnegie Community Engagement Classification objective in relation to engaged learning (goal #2).
 - Goal #5 of the University plan is all about CCR. The College of Business is essential in establishing an incubator for the area.
 - Suggestion to include community engaged learning with service learning on goal #5, third bullet.
- Provost
 - The plan is to have a dashboard using Watermark which shows, for example, how the colleges or library are matching up to the University goals. This technology will allow us to be able to present a report card to the Board of Trustees that demonstrates how we assess and what we report.

Group 3 – Krigel, McAbee, D. Smith and Way

- Enrollment Management
 - Plan includes working on quality of incoming students – incoming GPAs.
 - Plan aligns with goals 3, 4 and 5 of the University plan. The Enrollment Management area works collaboratively with both the community and the community colleges. More virtual recruiting, graduate and international recruiting will be done due to COVID.

Strategic Planning Committee Meeting

October 14, 2020

- Information Technology
 - Plan aligns with goal #2 of the University plan in how we want to teach.
 - Plan aligns with goal #4 with technology supporting the University.

Group 4 – Ferguson, Gooch and Latham

- Advancement and Communication
 - Plan aligns with goals 3, 4 and 5 of the University plan. There are three distinctive areas: Marketing and Communications, Public Relations (includes fundraising) and Alumni Affairs.
 - Marketing and Communications has a specific plan.
 - The capital campaign currently drives their plan.
 - There are metrics in their plan to measure goals and ensure growth.
 - Searching for an alumni relations person to help with alumni engagement.

Group 5 – Claxton and McCoy

- Business Office, Human Resources and Physical Plant
 - The plan aligns directly or indirectly with all five goals of the University plan.
 - The Business Office plan aligns with goal #3 and has a student satisfaction component. There is a need to be more proactive in this goal (e.g., videos for students to show them how to navigate web payments, etc.).
 - The Human Resources plan aligns with goal #4 in developing strategic goals to address faculty and staff in the areas of training and an employee assistance plan.
 - The Physical Plant activities align with goal #4. Currently using software to track deferred maintenance and budget for expenses.
 - The plan needs to be modified to increase funding (goal #4).

Dr. Way thanked everyone for their comments. He asked each member to go back to their units to discuss today's meeting and create a plan for their respective areas. Dr. Way suggested that we be able to demonstrate the mapping of unit objectives to Horizon 2030 goals early in the Spring 2021 semester.

The meeting adjourned at 11:56 a.m.

Respectfully submitted: Pamela D. Clark