

Strategic Planning Committee Meeting

February 26, 2019

The Strategic Planning Committee met on Tuesday, February 26th at 2:00 p.m. in the Ballroom. Present were Mr. Ronnie Chronister, Ms. Pam Clark, Recorder, Dr. Joe Delap, Dr. Keith Ferguson, Ms. Jackie Gooch, Mr. Jeff Guenther, Dr. Diann Hammon, Ms. Belinda Krigel, Ms. Molly Pepper, Ms. Penny Pitts, Dr. Jackie Smith, Dr. Quanda Stevenson, Dr. Darlene Turner-White and Ms. Debra Vaughn. Dr. Ron Ingle, Ms. Angelique Long, Ms. Sarah McAbee, Mr. Mike McCoy, Mr. Chris Moss, Mr. Doug Patterson, and Mr. Derrek Smith were absent. Special guest was Mr. Chris Latham.

Dr. Delap called the meeting to order at 2:00 p.m. He welcomed everyone and thanked each attendee for their time. He asked for amendments to the November 6th minutes. There were no further amendments to the minutes so he asked for a motion to approve the minutes. Ms. Pepper made a motion to approve and Dr. Stevenson seconded the motion. The minutes were approved.

I. 2018-2019 Marketing & Communications Plan

Dr. Delap asked Mr. Chris Latham to speak on the Marketing Plan.

- Previous student data was collected to create a model designed to capture and recruit prospective students and aid in the Athens Forever Campaign.
- Traditional methods which include billboards, radio, television, etc. are being used.
- Model data indicates 80,000-100,000 prospective students.
- Data shows a “legacy” or a connection in some way of students that are tied to the University.
- The Athens Forever video used in social media will be available on our website next week.
- The goal for stage one of the model is to increase enrollment.
- Traits to include in the model are minorities, specific program marketing, distance learning, affordability and proximity.

II. Completion College Initiative

Dr. Delap recommended the language be amended in the Strategic Plan 2016-2020 to highlight the University’s role as the Completion College in the state. Other discussions on the Strategic Plan include:

- Position posted to hire a person to support inclusion of diverse students.
- Revise the language in I.b.1 to include all minority students.
- Suggestion made to add more items under I.b.
- Members agreed to change the language in II.a to “Enhance services to strengthen the University’s standing as the Completion College in the State.”

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III. QEP Update

Dr. Delap asked Dr. Stevenson to update everyone on the QEP.

- Four meetings have been conducted since last Fall 2018.
- QEP committee to review the feedback from the February 1st Faculty/Staff Meeting.
- Plan to survey the students at the end of April or first of May.
- Plan to have 3-4 topics narrowed down by Fall 2019.
- QEP topic will be discussed at the August In-service Meeting.
- Request to send any recommendations/ideas to the committee.
- Plan to broaden the committee members.

IV. Program Review Status Report

Dr. Delap stated the first program review was received last week from the English department. All program reviews are due in April and a report is due in October to the Board of Trustees.

V. SACSCOC Reaffirmation Update

Dr. Smith shared the timeline for upcoming SACS reaffirmation. The SACS Steering Committee is working on the report.

Notification will be sent to members of the next meeting in April. The meeting adjourned at 2:45 p.m.

Respectfully submitted: Pamela D. Clark

Handouts given at meeting:

1. Strategic Plan 2016-2020 (Page 1)
2. SACSCOC 2021 Reaffirmation Activities Timeline