

# Strategic Planning Committee Minutes

## May 12, 2021

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The Strategic Planning Committee met on Wednesday, May 12<sup>th</sup> at 11:00 a.m. in the Athens State Ballroom. Present were Dr. Rick Barth; Ms. Pam Clark, Recorder; Dr. Joe Delap; Dr. Keith Ferguson; Mr. Jeff Guenther; Dr. Diann Hammon; Dr. Jim Kerner; Mr. Chris Latham; Mr. Mike McCoy; Mr. Jeff Powers (Claxton proxy); Mr. Derrek Smith; Dr. Jackie Smith; Dr. Stephen Spencer; Ms. Debra Vaughn; Dr. Lee Vartanian; Dr. Philip Way; and Dr. Lionel Wright. Mr. Jamie Adams; Mr. Ronnie Chronister; Ms. Laken Cleveland, SGA President; Ms. Jackie Gooch; Ms. Laura Beth Horn; Ms. Belinda Krigel; Dr. Kim LaFavor; Ms. Sarah McAbee; and Dr. Darlene Turner-White were absent. Special guests were Ms. Brandy Conway, Ms. Regina Kyle, Ms. Ashley Miller and Dr. Michael Radden.

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

The focus of the meeting was to discuss external relationships with businesses. Dr. Way turned the meeting over to Dr. Delap. Dr. Delap gave a presentation on “External Relationships with Businesses: Toward a Strategic, Coordinated Approach” (Handout 1). Leaders across campus (special guests) spoke about how their areas work with external organizations to form relationships. Ms. Ashley Miller spoke about admissions, Dr. Keith Ferguson spoke about Advancement, Ms. Regina Kyle spoke about the Center for Lifelong Learning (CLL), Dr. Michael Radden spoke about Career Development, and Dr. Stephen Spencer spoke about the College of Arts and Sciences. Members were divided into group for discussions.

### **Interactions Group – Kerner, Powers, J. Smith, Vartanian and Wright**

1. What interactions does your office have with businesses and non-profits and why? Is it mutually beneficial?
  - The COE has an intentional office to set-up external partnerships through field experience and internships.
  - The COB has programmatic interactions with businesses. Student clubs – SHRM, APICS, IMA, etc. have interactions with businesses.
  - Program contacts – AMM consortium, DefCOM
  - LCEDA
  - Alumni
  - Bicentennial – engage alumni/retirees in invitations and events
2. How do we interact (email, phone, in-person etc.)?
  - Suggest partnership celebrations
  - Suggest alumni plaques
  - myAthens Portal – An additional way to get information out
3. Do you have a database for these interactions in your area?
  - College of Education has a dedicated database.

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### **Coordination Group - Conway, Kyle and Latham**

1. How might we ensure that our offices don't step on each other's toes?
  - Don't think of it as "stepping on each other's toes" rather a team-based mentality.
  - Lack of communication about what various areas are involved in.
  - Collaboratory/Portal – use to coordinate efforts by pushing information out.
2. Do you think we should coordinate our approaches to our outside organizational contacts?
  - Yes – need a point person to take incoming requests and conversations and coordinate efforts with key areas.
  - Need someone who understands functional areas and how they fit together (overlap).

### **Stewarding Relationships Group - Ferguson, McCoy, Radden, D. Smith, Spencer and Vaughn**

How do we responsibly steward our relationships, ensuring that each party is satisfied with the overall state of the relationship?

- Define a clear process with coordination roles
- Establish a centralized database to act as a campus clearing house to record campus interactions with constituents so any party on campus who is working with a group can see if others on campus have worked or are currently working with the same group in a different capacity.
- Include deans in the process for items that involve faculty rather than only faculty as deans can help with the follow through
- Awarding honorary degrees is a good way to establish stewardship
- Establish a stewardship day on campus to recognize and thank partners and/or publish an annual report to acknowledge our partners

### **Discovery and Growth Group - Barth, Guenther, Hammon, Miller and Way**

1. How do the business and non-profits find us? How do we find them?
  - Personal connections
  - Positive experience with past Athens State alumni hires
  - Faculty and student involvement in the community
    - Student clubs
    - Professional associations
    - Chambers of Commerce
    - Economic Development Authorities
  - Faculty and staff members who serve on community boards

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- Add an “experts” directory to our website
- Better define who/what areas have primary responsibility for reaching out

### 2. How do we grow our contacts?

- Access directories for large organizations or entities such as Research Park
- Can we get a list of firms that offer tuition reimbursement or coverage? Sometimes an institution must be on a company’s “approved” list. We should proactively seek approval.
- Maintain our relationships with advisory board members.
- Identify the “low-hanging fruit” such as the ABC/Level 3 Certification
- Can we offer our online programs at bases beyond Redstone?
- Get a list of the directors from SHRM Huntsville.

Dr. Delap thanked everyone for their input. The meeting adjourned at 12:05 p.m.

Respectfully submitted: Pamela D. Clark

Handout 1: External Relationships with Businesses: Toward a Strategic, Coordinated Approach Presentation



# **External Relationships with Businesses: Toward a Strategic, Coordinated Approach**

# DR. JOE DELAP

VP, Corporate and  
Community Relations



# Corporate and Community Relations Perspective

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- ❖ We strive to serve as the focal point for external stakeholders to become aware of reciprocal opportunities and contact the university about mutually beneficial relationships;
- ❖ Realize cross-campus efficiencies in and capitalize on relations that include a variety of external stakeholders; and
- ❖ Oversee and coordinate the University's outreach activities.

# Today. . .

Let's discuss how we can be more coordinated and present both external and internal stakeholders with a common "front door" to engage in mutually beneficial partnerships.

# ASHLEY MILLER

## Director of Admissions





# Admissions

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- ❖ External Partnerships
  - ❖ Redstone Arsenal: Army Education Center, Redstone Rocket newspaper, and Marketing Office of MWR
  - ❖ Cullman Chick-fil-A
  - ❖ Veteran Affairs Association
  - ❖ Wallace State Community College Business Department
  - ❖ Community Colleges
  - ❖ AUM Foundation
  - ❖ Huntsville Hospital
- ❖ Information provided to External Partnerships
  - ❖ Recruiting information on why students should attend Athens State

# Admissions

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## In-Progress Initiatives with External Partnerships

- ❖ Alabama Education Association
  - ❖ Master of Education in Career Technical Education
- ❖ Industry Recruiting
  - ❖ Focus on supporting Military Students
- ❖ Wallace State Community College
  - ❖ Learning Partnership for Work-Based Learning Transfer Agreement

# DR. KEITH FERGUSON

## Vice President for University Advancement



# Advancement

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- ❖ University Advancement works with various companies either through seeking sponsorships, outright gifts, or scholarship support.
- ❖ The primary purpose of our efforts is fundraising.
- ❖ We find contacts through research (primarily related to their association with the University either as a friend, alumnus, or referral).
- ❖ The majority of our contacts are individual in nature.

# REGINA KYLE

## Outreach Coordinator, Center for Lifelong Learning



# Center for Lifelong Learning

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- ❖ The CLL receives requests from Business and Industry for training, business development, and professional development.
- ❖ Requests can be for training, certifications, or certificate programs, in addition to any regular continuing education programming.
- ❖ We receive requests by phone, email, and in-person.
- ❖ Noncredit requests that should be directed to the CLL often get sent to the College of Business. Requests often go through many different hands before we receive it.

# DR. MICHAEL RADDEN

## Director, Career Development



# Career Development

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- ❖ Interactions are mainly with business through all modes of communication.
- ❖ Companies reach out to us for advertising open jobs or internships.
- ❖ Handshake serves as our “database.”
- ❖ When sourcing for jobs, I go through a 3-step process involving Indeed, Handshake, and LinkedIn.
- ❖ CDC and Corporate/Community Relations can be highly effective working independently but occasionally have overlap.
- ❖ Employer satisfaction is often captured through surveys sent out by Office of Institutional Research and Assessment.



# **Dr. Stephen Spencer**

**Dean,**  
**College of Arts and Sciences**



# College of Arts and Sciences

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- ❖ **Advisory boards in Computer Science and Criminal Justice meet regularly to discuss programs, curriculum, skills, employment, and opportunities for students. Members also regularly meet with students to provide information and advice.**
- ❖ **Programs in Behavioral Science in the COAS maintain connections with community organizations, such as Children's Services, community counseling and mental health organizations, and the Limestone Correctional Facility.**
- ❖ **Coleman Center for Religion, Leadership, and Ethics has an Advisory Board with members from faith-based organizations in the region.**
- ❖ **Natural Science programs in the COAS have a long-standing relationship with HudsonAlpha, who provides internships, research opportunities, and prof. develop.**
- ❖ **Fine and Performing Arts programs maintain active connections and partnerships with community organizations and arts businesses in the area.**
- ❖ **Students in Senior Seminars in Computer Science and Graphic Design partner with businesses and comm. organizations to complete projects in web design and social media.**

# Breakout Session

**Thank  
you!**