

Strategic Planning Committee Meeting

September 23, 2014

The Strategic Planning Committee met on Tuesday, September 23, 2014 at 3:30 p.m. in Founders Hall Chapel. Present were Dr. Bob Glenn, Dr. Robert Burkhardt, Sylvia Correa, Dr. Rosemary Hodges, Kara Hooper, Stacey Hughes, Debbi Kelley (recording), Belinda Krigel, Dr. Hugh Long, Sarah McAbee, Mike McCoy, Rick Mould, Nikki Schrimsher, Mary Simpson, Dr. Jackie Smith, Vicki Stevenson, Dr. Robby White, and Kim Troupe. Damon Lares was absent.

Dr. Glenn called the meeting to order and asked Dr. Burkhardt to preside over the review of the Strategic Plan Report Draft.

Minutes from the April 30th meeting were sent to each member via email prior to the meeting for review. The minutes were approved as submitted.

The committee welcomed new SGA President, Kara Hooper.

I. Review of the Strategic Plan Report – Year 2- 2013/2014

Each Objective of the Strategic Plan Report, Year 2 of a multi-year plan was reviewed line-by-line.

- **Objective I.A**
 - 3 majors and 6 minors have been implemented
 - Program proposals in Religion and Logistics are ongoing
 - The Adult Degree Program is established and trending up

- **Objective I.B**
 - Accounting program recognized and endorsed by the Institute of Management Accountants (IMA) organization based on strength and rigor of the curriculum, faculty resources and accreditation standing.

- **Objective I.C**
 - Seven new student activities were added in 2013-14
 - It was noted that there are also professional, academic-related, and alumni activities which should be added to this Objective. These will be sent to Dr. Burkhardt.
 - A new position, Director of Community and Campus Events, is being developed and will be advertised in the near future.

- **Objective I.D**
 - Four Faculty members received awards in Distance Learning Programs. Discussions followed about other initiatives (Quality Matters) related to this objective. These activities will be forwarded to Dr. Burkhardt.

- **Objective I.E.**
 - Dr. White will provide the Indicators of Quality in Learning to Dr. Burkhardt for updating the Report.
- **Objective II.A**
 - Recruitment efforts have been expanded to include the Off-Campus Center Managers.
- **Objective II.B**
 - It was suggested that Retention Rate be added as it is associated more directly with Graduation Rate. This would allow for three measures – Persistence Rate (Fall to Spring); Retention Rate (Fall to Fall); and Graduation Rate.
- **Objective II.C**
 - Numbers provided were only from the Phonathon. Other Annual Fund amounts will be sent to Dr. Burkhardt to be added.
 - There should be note of explanation regarding the one-time \$15,000 matching gift in 2013 which contributed to the 95% increase over 2012.
 - Clarification should be made to reflect that the numbers given for the current year are “unaudited” numbers.
 - Alumni sponsored activities should be added to this objective.
- **Objective II.D**
 - Discontinued; however grants have been received. This information should be included in II.D.
- **Objective II.E**
 - It was suggested to remove the Adult Degree Program (ADP) and the University Testing Center from this Objective. The ADP is part of Objective IA.
- **Objective II.H**
 - Consider adding language to include Administrative Units as well as Academic Units regarding assessment.
- **Objective II.I**
 - Data needs to be added for the Adult Degree Program and the University Testing Center.
- **Objective II.J**
 - An Information Technology Strategic Plan is in process.
 - It should be noted that there was a \$70,000 donation from Mr. Mould’s area for critical technology needs in the Academic area.
- **Objective III.A**
 - There was some discussion as to whether Items III.A2 and III.A3 should be moved to Objective II. Dr. Glenn suggested that these Items remain under Objective III.A but that an explanation be added.

- **Objective III.D**
 - There are other types of classes offered at the Alabama Center for the Arts (ACA) and should be noted in this report.
- **Objective III.E**
 - Athens State offers many events, lectures and performances. These need to be reflected in this report. Rick Mould will get with Guy McClure to provide more information.
- **Objective III.F**
 - Consider revising the *"10% increases in participants annually"* statement.
- **Objective III.G**
 - Currently there are eight community partnerships
 - The College of Education is considering Learning Academies with P-12 school partners
 - Summer programs are set up – it was suggested that a separate Objective be added for the College of Education

The Strategic Plan Report reviewed today is a draft. Please help fill in the gaps by sending information to Dr. Burkhardt. The Report will be updated accordingly and sent out via email for committee review before the Board of Trustees meeting on October 17, 2014.

The meeting adjourned at 4:40 p.m.

Respectfully submitted:

Debbi Kelley