Strategic Planning Steering Committee
Meeting Minutes – February 9, 2015 from 3:00-5:00 pm
Conference Center CC 4th Floor Conference Room

Sean Weins P Heather Hancock P Greg Stone P Paula Settoon P
Kevin David P Nicole Mina A Lesha Gregory P Mark McMullen P
Mary Cantrell P Chelsey Gipson P Michael Harris P John Lamberton P
Lori Mayberry P Kari Culp P Cindy Hess P

Guest: Arnie Bacigalupo

Welcome, Approve Minutes

Paula moved for approval of the minutes from January 26 meeting. Michael seconded. All approved.

Update on Cabinet review of recommended goals and strategies

Cabinet met this morning to review the latest draft of the Strategic Plan with KPIs. Sean reminded the team that this was the first time Cabinet looked at the Plan with the intention of discussing being able to support, own, and hold ourselves accountable to the plan. Cabinet spent a lot of time talking about KPIs. Some of the recommendations would make it more student focused. It is in line with continuous planning. Dr. Goodson shared that her goal is that we are on this adventure together. We will be using the Plan to inform decisions regarding direction, vision, and resource planning, and that we need to keep in mind that “data is a flashlight; not a hammer.” There were wording recommendations. Sean commented that the team has made very good progress to date.

Kevin shared that it seemed that, overall, Cabinet members embraced the Plan. Sean was encouraged that it seemed that Cabinet members were evaluating it based on ownership and accountability. Arnie added that he believed that the President would be comfortable presenting the Plan as a map for the future as an ongoing and flexible document. He mentioned that KPIs were discussed at length and that there was buy-in for the responsibility for KPIs as deliverables.

Sean added that the next step is to meet with the Executive Committee of the Board and get their feedback on several items. He commented that depending on the level at which they approve we would need to get Board approval for additions or changes. He will take any other questions from the committee to the Board at that meeting.

Kevin reviewed the specific goals and suggestions for each. It was also suggested that we not let current limitations drive what we want to track. It may not be listed right now but could become a KPI. Cindy mentioned, with regard to the faculty ratio KPI, that the team talked
about KPIs for the overall goal and the KPIs and measures for the bullets would be left to the committee in charge of that strategy. Kevin added that the KPIs should assess the overall goal and not the specific strategy.

Kari and Michael Cortez are working on the concepts for marketing the Strategic Plan.

**Progress reports from Writing Subcommittee and Employee Communication Subcommittee**

Writing Subcommittee: The goal is to have a Strategic Plan draft to share with cabinet next Tuesday. The Writing Subcommittee is also working on the President’s letter, achievements and successes from the last Strategic Plan, lessons learned from the last Plan, and an overview of the process of this Plan. At the next meeting, Cabinet comments will be incorporated.

Employee Communication: Kari reported that Matt is working on putting together a theme of “we all support student success” – it would include looking for “under the radar” employees and perhaps involve students. This is a guiding theme regardless of position. There may be some print pieces, video slideshow, posters. The content of slideshows is still under discussion. Further discussion included: It can be taken in so many ways and maybe ask “How are you contributing to student success?“; It could become the rally call; a very short live video might be more powerful; this could be a way to communicate to students what we are all about; could be a conversation with a staff member; students are why we are here; could be used for accountability; take away the barriers for employees so they can contribute.

Arnie suggested that we looked again at what people told us to keep and ask: What have people told us to keep? What have they told us what we no longer need to do? What have people suggested we might do? It will give context for the mission. Core values are constant. Probably need a very strong vision statement. This is a perfect time for community colleges because the world is looking at community colleges. He suggested that the vision statement has three components: 1) know what the world is about in terms of Higher Ed; 2) know what is lacking in the world in terms of needs; and 3) know what we can do to meet those needs. We need a passionate statement about something we believe in. The mission statement is a great tag line, very short, and has to be better than anyone else. If the goals are pillars, are they built on sand or bedrock? He suggested that doing these things could differentiate us.

Kevin talked about reviewing the mission, vision, and values. Comments from committee members included: mission statement is too long; should be to the point; Writing Subcommittee could work on that.

Marketing comments: needs to look inclusive; needs to be visual; why do we have student effectiveness in the marketing (this is an employee campaign); this is the employee roll-out campaign; Campus Police are giving out core value coins to employees they feel are
representing the core values; something that supports positive behavior; cards for employees to collect “You made a difference because…”; needs to be repeated and sustainable; possible to do something at convocation; people need to understand that this strategic plan is different from the one before.

Kevin shared that there was discussion at Cabinet about not having the formal Plan approved at Regents but presented as an agenda item so that details could be adjusted as needed. Perhaps we could get the goals approved. We need to discuss implementation and oversight. Kevin will share a model regarding oversight that might include a council structure. Cabinet has discussed the council structure (not employee leadership councils) in general but this is the structure now.

Steering Committee’s next action steps (with target dates)

1. Share draft of Strategic Plan with Steering Committee (2/16/15) [Subcommittee: Mary—Chair, Greg, Lesha, Michael, Cindy, Kari, and Kevin]
2. Share draft of Strategic Plan with President and Cabinet for review (2/17/15)
3. Share draft of Strategic Plan with Board of Regents for review (2/24/15)
4. Post draft of complete Strategic Plan on strategic planning website (2/27/15)
5. Share recommendations for implementation and monitoring with Cabinet (3/10/15)
6. Share draft of final Strategic Plan with President and Cabinet (4/3/15)
7. Final Strategic Plan submitted to Board of Regents for approval (4/9/15)

Upcoming meetings (CC 4th Floor Conference Room)

   a. February 23, 3-5
   b. March 9, 3-5
   c. March 30, 3-5
   d. April 13, 3-5
   e. April 27, 3-5

The meeting adjourned at 4:42 pm.

Respectfully submitted by Terry JacobsDavis