



**STRATEGIC PLANNING PROCESS  
STRATEGIC PLANNING COMMITTEE MEETING SUMMARY**

Strategic Planning Committee

<b>Meeting Date: 1/16/2013</b>		<b>Start Time: 1:00 p.m.</b>	<b>End Time: 2:30 p.m.</b>
<b>Members:</b>	<input checked="" type="checkbox"/> Geoffrey Mearns <input type="checkbox"/> Dana Harley <input checked="" type="checkbox"/> Mary Paula Schuh <input checked="" type="checkbox"/> Sue Moore, ex-officio	<input checked="" type="checkbox"/> Rick Boyce <input checked="" type="checkbox"/> Zachary Hart <input checked="" type="checkbox"/> Arnie Slaughter <input checked="" type="checkbox"/> Vickie Natale, ex-officio	<input checked="" type="checkbox"/> Chuck Brown <input checked="" type="checkbox"/> Stephanie Hughes <input checked="" type="checkbox"/> Diane Sticklen-Jordan <input checked="" type="checkbox"/> Kerri Beach, Staff support <input checked="" type="checkbox"/> Katie Cox <input type="checkbox"/> Denise Robinson
<b>Meeting Location :</b> SU 108			
<b>Invited</b>			
<b>Guests:</b>			

**Items for discussion/decisions (attach supporting documents as necessary)**

Item	Presenter	Time
1. Review of the agenda	Geoffrey Mearns	2
2. Review of liaison assignments and work group memberships	Vickie Natale	5
3. Review and finalize Guiding Principles	Geoffrey Mearns	15
4. Update on naming/branding exercise	Sue Moore	5
5. Distribution of Executive Dashboard	Vickie Natale	3
6. Determination of Open Forum dates	Vickie Natale	5
7. Discussion and decisions on Open Forum topics	Sue Moore and Vickie Natale	50
8. Q&A	Geoffrey Mearns	5

**Deliberations and Action Items (attach supporting documents as necessary)**

Item	Outcome	Responsible Person	Due Date
Liaison and work group membership lists were reviewed and discussed.	Discussion	Vickie Natale	
For the next meeting, SPC members were asked to think about the following questions. Do the work groups cover the broad topics needed? Are there other major topics needed?	Carry foward	SPC members	2/1/2013
Concerns about faculty recruitment and replacement were expressed. The SPC liaison to Institutional Trends work group will ensure that data is provided on faculty, and the liaison to Competitive Forces will mention the issue of competition for faculty. IPEDS Peer comparison reports can be accessed.	Decision made	SPC members	
Sticklen-Jordan mentioned resources that she has that could be shared through limited access on Blackboard.	Action needed	Sticklen-Jordan	2/1/13
Guiding Principles were reviewed and approved with changes. The update will be posted to the website.	Decision made Action needed	SPC members Vickie Natale	1/18/2013
The committee reviewed the handout on the naming/branding exercise, and it was reported that the concepts have been forwarded to the Marketing & Communications department to request proposed ideas for branding. Alternatives will be presented in an upcoming meeting.	Carry foward	Sue Hodges Moore Marketing & Communications	2/1/2013



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The Executive Dashboard was presented and reviewed. Mearns noted that CPE may move to performance funding.	Reviewed	Vickie Natale	
The University of Alaska study was mentioned and will be provided to SPC members.	Action needed	Sue Hodges Moore	1/23/2013
In response to a question, non-returning student survey data was mentioned and will be provided to the committee.	Action needed	Sue Hodges Moore	1/23/2013
The Committee discussed open forum dates and topics. Mearns suggested that an open forum date be added for evening students. The committee agreed that using technology to maximize participation was a good idea. SPC members will attend as many forums as possible. Topics will be finalized at the next meeting.	Discussion and Carry foward	Vickie Natale	2/1/2013
During a discussion on making the campus more livable, vibrant, and inclusive, a member asked if data is available on the graduation rate for students who live on campus as freshman.	Action needed	Sue Hodges Moore	2/1/13

**Notes:**

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**Next Meeting:**

<b>Date:</b> 2/1/2013	<b>Location:</b> SU 108
<b>Beginning Time:</b> 1:00 PM	<b>Ending Time:</b> 2:30 PM