



STRATEGIC PLANNING PROCESS
WORK GROUP MEETING SUMMARY

Competitive Forces Work Group

Meeting Date: January 30, 2013		Start Time: 10:30 am	End Time: 12:00 pm
Members:			
<input checked="" type="checkbox"/> Vicki Berling	<input checked="" type="checkbox"/> Charita Brewer	<input checked="" type="checkbox"/> John Filaseta	<input checked="" type="checkbox"/> Lauren Franzen
<input checked="" type="checkbox"/> Melissa Gorbandt	<input type="checkbox"/> Ashley Grimes	<input checked="" type="checkbox"/> Zach Hart	<input checked="" type="checkbox"/> Stephanie Hughes
<input checked="" type="checkbox"/> Kevin Kirby	<input checked="" type="checkbox"/> Ken Kline	<input checked="" type="checkbox"/> Susan Mospens	<input type="checkbox"/> Sandra Spataro
<input checked="" type="checkbox"/> Paula Stapleton	<input checked="" type="checkbox"/> Brandelyn Tosolt	<input checked="" type="checkbox"/> David Trump	
Meeting Location : Student Union 105			
Invited Guests:	Wayne Herriford		

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

Item	Presenter	Time
1. Work group charge and discussion (see http://strategicplanning.nku.edu for timetables, work group charges). It was noted that there may be some overlap in work group charges. The Strategic Planning Committee (SPC) requested that the work group evaluate competition as it relates to faculty. Market supply of PhD's (today and future) and ratios of PT/TT faculty (today and future).	Vicki Berling	20 min
2. Sub-groups focus areas, deadlines, and task discussed. Work group members assigned and sub-group charges outlined.	Vicki Berling	30 min
3.		
4.		
5.		
6.		

Action Items (attach supporting documents as necessary)

Item	Outcome	Responsible Person	Due Date
Subcommittee groups tasked with scheduling at least one face-to-face meeting. Additional meetings, email communication or other methods should be utilized in order to review materials and gathering findings to present back to the full work group the end of February.	Sub-groups met briefly after the meeting	Sub- group leaders	Feb. 27, 2013
Blackboard Wiki to be established as a working tool to allow feedback/comments in preparation for the paper.		Charita Brewer	Feb. 1, 2013 setup
Charita Brewer will serve as note-taker for sub-group meetings. Sub-groups should contact Charita with meeting schedules. Back up note-takers would be provided instructions in her absence.		Sub-group leaders Charita Brewer	Feb. 1, 2013
"Bricks and Mortar" sub-group leader still to be identified.		Vicki Berling	Feb 1, 2013



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Notes: Wayne Herriford distributed and reviewed Effective Teams and Meetings document, reviewed Blackboard, and the data available from Institutional Research (accessible via K:/drive). Each work group will present findings in 5-10 page paper to the Strategic Planning Committee on March 20th. Paper due March 18th and would reflect *conclusions* (not recommendations) of identified findings on competitive forces.

Three sub-groups were identified and were tasked with reviewing specific areas of focus related to competitive forces. It was recommended that each sub-group would meet at least once face-to-face to review literature and materials related to competitive forces. The three sub-groups would present findings to the full group at a two-hour meeting to be scheduled the end of February.

- Group 1: “Bricks and Mortar” students-regional market – Ashley Grimes, Melissa Gorbandt (note), Susan Mospens, David Trump (student) – LEADER???
- Group 2: Online/technology-based education – Vicki (leader), Sandra Spataro, Ken Kline, Paula Stapleton (notes), Kevin Kirby
- Group 3: Labor force demands of educational providers & need for faculty to support those trends– Lauren Franzen (leader), John Filasetta, Brandelyn Tosolt (notes), Charita Brewer
- Group Expectations:
 - Assign literature and data to be reviewed by subcommittee
 - Meet at least once
 - Develop a bullet-point list of key issues and opportunities for discussion – as specific as possible within each subcommittee context

Sub-groups should look at broad trends that could have direct and indirect impact on NKU. Specific examples should be incorporated into the review, these specific examples would serve to identify direct competitors and identify any heightened impact.

Next Meeting:

Date: February 27, 2013	Location: TBC
Beginning Time: 10:30 am	Ending Time: 12:30 pm