



STRATEGIC PLANNING PROCESS
WORK GROUP MEETING SUMMARY

Demographic/Labor Market Forces Work Group

Meeting Date: 2-1-13		Start Time: 1:00 p.m.	End Time: 2:30 p.m.
Members:			
<input checked="" type="checkbox"/> Ron Burse	<input checked="" type="checkbox"/> Leo Calderon	<input checked="" type="checkbox"/> Amy Danzo	<input type="checkbox"/> Joan Ferrante
<input type="checkbox"/> Sandi Gillilan	<input checked="" type="checkbox"/> Janet Harrah	<input checked="" type="checkbox"/> Dennis Honabach	<input checked="" type="checkbox"/> Gail Messmer
<input type="checkbox"/> Dannie Moore	<input checked="" type="checkbox"/> Erin Mulligan	<input checked="" type="checkbox"/> Paul Orscheln	<input checked="" type="checkbox"/> Randy Pennington
<input checked="" type="checkbox"/> Kristine Pfendt	<input checked="" type="checkbox"/> Shirl Short	<input checked="" type="checkbox"/> Lori Southwood	<input type="checkbox"/> Diane Sticklen-Jordan
Meeting Location : AC 615			
Invited Guests:			

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

	Item	Presenter	Time
1.	Review of the agenda	Lori Southwood	2
2.	New group member introductions	Paul Orscheln Kristine Pfendt	3
3.	Recap the three areas of focus	Lori Southwood	8
4.	Create three subgroups	Lori Southwood	2
	Chairs	Lori Southwood	3
	Self-selection of work groups	Group Members	2
	Timeline and template	Lori Southwood	5
5.	Subgroup work	Subgroups	30-50

Action Items *(attach supporting documents as necessary)*

Item	Outcome	Responsible Person	Due Date
Formation and organization of subgroups	Completed	Subgroup chairs	NA
Subgroups work on data/information analysis and draft summary	Action needed	Subgroups	Feb. 22
Subgroup presentations on draft summaries	Action needed	Subgroup chairs	Feb. 22
Reading of all subgroup draft summaries and discussion	Action needed	Work group	Mar. 1
Final draft of subgroup summaries	Action needed	Subgroups	Mar. 8

Notes:

The process for addressing the charge given to the work group was outlined. Three subgroups were formed to identify, review, analyze and summarize data and information to address the three key areas of focus and related questions identified by the group and refined by the group leaders as listed below. (Overlap with other working groups also is noted.) Individuals who agreed to chair the subgroups were introduced and group members self-selected into the subgroups. Each subgroup also will capture and track other considerations not possible to investigate given work group time constraints for the Strategic Planning Committee to take into account.

Q1: What is the size of the pool of NKU's potential student body? How does it compare to our current pool?

- **Items for consideration**
 - What is our region?
 - Who is our student? (geography, age, sex, race, income)
- **Other working groups:** overlaps with competitive forces group and institutional trends and vital statistics

Chair: Paul Orscheln

Members: Ron Burse, Leo Calderon, Amy Danzo, Erin Mulligan



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Q2: What is the readiness of that potential pool of students? How does it compare to our current pool?

- **Items for consideration**
 - How do our performance metrics impact this analysis?
 - How satisfied are we with our current measures of readiness? What, if anything are they lacking?
- **Other working groups:** overlaps with competitive forces group and technology trends (learning styles/capabilities)

Chair: Dennis Hornbach

Members: Joan Ferrante, Gail Mesmer, Kristine Pfendt, Randy Pennington

Q3: What is the market demand for NKU graduates?

- **Items for consideration**
 - What is the geography of interest? National market, Ohio & Kentucky market? Metro market?
 - Do we need to discuss market demand specifics by program and degree or simply overall trends for the institution?
- **Other working groups:** overlaps with competitive forces group and institutional trends and vital statistics

Chair: Janet Harrah

Members: Shirl Short, Lori Southwood

Sandy Gillilan and Danny Moore will be asked their subgroup preferences.

The following timeline was provided for subgroup work completion:

February 1: Subgroups form and initial planning discussions take place.

Week of February 4: Subgroups work independently to identify, review, analyze and summarize data and information to address key questions in designated area.

Week of February 11: Subgroups continue independent work and begin preparation of draft report.

February 22: Full group meeting; chairs give 10-minute presentations on draft reports; work group provides feedback.

March 1: Work group reads all drafts and discusses changes and concerns.

Week of March 3: Subgroups make final changes to draft reports for submission on March 8 to principal writer.

Chairs will keep facilitator Lori Southwood informed of group process and progress.

Group members will use the work groups file exchange on Blackboard to share resources and draft reports. Links to information and data of interest to all work groups should be sent to Lori for posting on the Strategic Planning website.

Next Meeting:

Date: February 11, 2013	Location: TBA
Beginning Time: 1:00 p.m.	Ending Time: 2:30 p.m.