

# STRATEGIC PLANNING COUNCIL VI MEETING MINUTES

First Meeting (02/03 Calendar Year): Wednesday, October 30, 2002

*Meeting Time: 1:00 p.m. – 3:00 p.m.*

## **In Attendance:**

Tim Aurand, Sam Baker, Richard Born, Jon Briscoe, Greg Carnes, Virginia Cassidy (Associate Provost), Michelle De Jean (SPC Project Manager), Diane Docking, Barbara Fox, Chuck Gowen, David Graf (SPC Facilitator), Gerry Jensen, Jim Johnson, David Keys, Brian Mackie, Roman Nowacki (guest), Bob Schaffer (MKTG Undergraduate), Aparna Srinivasan (MIS student), Chris Stakal, Bill Tallon, Jay Wagle, Sally Wakefield, Phyllis Zerull

## **Unable to Attend:**

Sam Baker, Russ Hagberg, Wayne Smith

## **Prepared on November 11, 2002 by:**

Michelle De Jean

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## MEETING OVERVIEW

Major issues addressed during the first Fall 02/Spring 03 meeting of the SPC VI include:

- SPC VI Charge and Action Teams Charge
- Recommended Annual College Goals & AACSB Recommended Standards
- Long Range Planning
- SPC VI Action Team Formation
- Next Steps

## SPC VI CHARGE

1. Revise the language within the Strategic Plan (see attached):
  - ❑ Strategic Objective #2: Recast the strategic objective focus and statement.
  - ❑ Strategic Objective #6 (new): Rephrase the strategic objective statement so that it reflects the team's activities.
2. In Spring 03, identify recommended annual goals for the college for the academic year FA 03/SP 04.
3. Continuous Improvement. At appropriate times throughout the year, the SPC VI will vote on the disposition of the work as produced by the SPC VI action teams.
4. Engage in long range planning.

## SPC ACTION TEAM CHARGE

1. Create assessment framework: outcomes; activities, measures, and; feedback loop.
2. Suggest an implementation procedure: process; timeline, and; recommendation for disposition of the work.

## **RECOMMENDED ANNUAL COLLEGE GOALS**

In accordance with AACSB recommended standards, the SPC will now formally capture recommended college goals in one document. The recommendations will come from the work of the SPC action teams (said work is also reflected in the college's strategic planning document).

Each spring, the SPC will craft recommended goals for the upcoming academic year. These will then be forwarded to the Dean and the Associate Dean who – after their review – will dispose the recommended goals to Senate, the appropriate standing committee, and/or the appropriate administrative office for consideration, changes, approval, and implementation.

## **AACSB RECOMMENDED STANDARDS**

David Graf provided an overview of the revised AACSB accreditation process. Highlights follow:

- AACSB focuses more on a college's planning process as opposed to whether or a not a college exactly meets standards. As a result, instead of talking about standards, colleges make a general report about their planning process and about how their activities tie to the college's mission.
- Each year, colleges submit a report, which is reviewed.
- Every five years, an accreditation team reviews the report and also makes a visitation.
- AACSB visits are more consultative in nature. Although the accreditation process has changed recently, even now more of the focus is based on a college's planning process in use as opposed to standards.

The college is in its first year of self-evaluation and will be visited in Fall 03 by AACSB. The AACSB visitation team members are: the business school deans from the University of Louisville and the University of North Carolina-Charlotte, respectively, as well as an accountancy professor from Ball State and the chair of accountancy from James Madison University. David will recommend that the AACSB visitation team meet with some of the college's standing committees, the SPC, the college's Student Steering Council, and the college's Board of Executive Advisors.

## **LONG RANGE PLANNING**

As one of the charges for the SPC is to renew the college's strategic focus, Roman Nowacki (MGMT) was invited to the meeting to provide an overview on scenario planning, a technique with which Roman has extensive experience. Highlights from Roman's discussion follow:

- Scenario planning involves suspending reality by envisioning: the future, innovation (as opposed to incremental change), and/or an unpredictable event.
- Scenario planning for the college might begin with the following question: "What is the future of the College of Business in the year 2007?"
- The next step is to identify drivers of change (or unknowns).
- Finally, the last step is to develop scenarios or stories around the future and the drivers of change.

Roman suggests the SPC could create scenarios around the following questions:

1. What is the future of the College of Business in the year 2007?
2. What is the future of the university overall in the year 2007?
3. What is the future of public education in general by the year 2007?

## **ACTION TEAM FORMATION**

The teams of the SPC VI are:

### **1. Business Outcome Assessment Team (Strategic Objective #1)**

Members: Sally Wakefield – Team Leader (Dean’s Office), Chuck Gowen (MGMT), Dave Keys (ACCY), Rowene Linden (ACCY), Bill Tallon (Associate Dean), Jay Wagle (MKTG), Dan Wunsch (MGMT)

Charge: In concert with the respective business learning outcome action teams, identify appropriate activities and measures by which to assess outcomes; develop, implement, and monitor assessment projects; and, assure that results are forwarded to the responsible standing committee.

This team serves as the umbrella team for the business learning outcomes, as well as for the following action teams devoted to a specific learning outcome:

### **2. Student Career Preparation (Strategic Objective #1)**

Members: Sam Baker – Team Leader (Undergrad), Sue Goad (OMIS), Chris Stakal (MKTG), Sally Wakefield – Advisory Capacity (Dean’s Office), representatives from CPPC and Co-op.

Charge: Create and maintain awareness of the career preparation activities in which students (freshman through senior years) may engage. Report findings and make recommendations to College Senate.

### **3. Business Communication (Strategic Objective #1)**

Members: To be identified.

Charge: Articulate the freshman through senior-year oral communication activities and explore and develop project(s) by which to assess the oral component of Business Communication. Report findings and make recommendations to College Curriculum.

### **4. Technical Expertise (Strategic Objective #1)**

Members: Bill Tallon – Team Leader (Associate Dean), Barbara Fox (ACCY), Chuck Gowen (MGMT), representatives from MGMT 468 faculty, UBUS 310/311 faculty, Sally Wakefield – Advisory Capacity (Dean’s Office)

Charge: Identify, implement, analyze, and monitor assessment activities aimed at measuring the business foundations and cross-functional abilities for the purposes of continuous improvement. Report findings and make recommendations to College Curriculum.

**5. Learner Recruitment – Undergraduates (Strategic Objective #1)**

Members (to date; additional members still being identified): Bill Tallon – Team Leader (Associate Dean), Diane Docking, Sally Wakefield – Advisory Capacity (Dean’s Office), Phyllis Zerull, representatives from Undergraduate Studies Office.

Charge: Act on the policy and goal recommendations as submitted and disposed to Senate by the SPC V Learner Recruitment action team.

**6. Learner Recruitment – Graduates (Strategic Objective #1)**

Members (to date; additional members still being identified): Aparna Srinivasan (MIS student), Sally Wakefield – Advisory Capacity (Dean’s Office), Phyllis Zerull, representatives from MBA, MAS, MST, and MS MIS programs.

Charge: Make policy recommendation for consideration by Senate as to the criteria for students admitted to the MBA, MAS, MST, and MS MIS programs.

**7. Facilities and Technology (Strategic Objective #3).**

Members: Mark Mistic – Team Leader (Tech Resources), David Becher (FINA), Ann Carrel (MBA Programs), Natalie Churyk (ACCY), Angie Euhus (MGMT), Mary Hamell (CPA Review), Jane Mall (Business Outreach), Lori Marcellus (Undergrad Studies), Jack Marchewka (BITTC), Nancy Russo (OMIS), Denise Schoenbachler (MKTG), Amy Simon (Dean’s Office), Bill Tallon (Associate Dean), Kelly Thompson (student).

Charge: To be developed by the team and submitted to the SPC Manager.

**8. External Image (Strategic Objective #6).**

Members: Michelle De Jean – Team Leader (Dean’s Office), Tim Aurand (MKTG), David Graf (Dean), Joe King (NIU Public Affairs), Bob Schaffer (MKTG Undergraduate), Aparna Srinivasan (MIS student), Phyllis Zerull (OMIS)

Charge: Craft an awareness/marketing strategy for the college as a whole.

**9. Long-Range Planning.**

Members (to date; additional members still being identified): David Graf – Team Leader (Dean), Virginia Cassidy (Associate Provost), Greg Carnes (ACCY), Michelle De Jean (Strategy & Marketing), Brian Mackie (OMIS), Roman Nowacki (MGMT), members from the college’s Board of Executive Advisors.

Charge: Engage in scenario planning, and make recommendation to the SPC VI as a whole and to College Senate.

## **NEXT STEPS**

1. Action team leaders will organize their team activities and hold at least 1, preferably 2, team meetings before SP 03 SPC VI sessions (the first of which is targeted for February).
2. In Spring 03, the SPC VI meetings will consist of action team reports and dialogue about the work to date. In April-May 03, the SPC VI will list recommended college goals for the academic year Fall 03/Spring 04.