

# STRATEGIC PLANNING COUNCIL V

## Meeting Minutes

First Meeting (01/02 Calendar Year): Monday, September 17, 2001

*Meeting Time: 10:00 a.m. – 11:00 a.m.*

### **In Attendance:**

Tim Aurand, Sam Baker, Richard Born, Paula Brown, Greg Carnes, Virginia Cassidy (Associate Provost), Dawn Davidson (OMIS Undergraduate), Michelle De Jean, Diane Docking, Luis Flores, Sue Goad, Chuck Gowen, David Graf, Russ Hagberg, Joe Janssen (FINA Undergraduate), David Keys, Jeff Mercer, Bob Schaffer (MKTG Undergraduate), Chris Stakal, Bill Tallon, Jay Wagle, Sally Wakefield

### **Unable to Attend:**

Jon Briscoe, Gerry Jensen, Brian Vollmert, David Wentzel (ACCY Undergraduate)

### **Prepared on September 21, 2001 by:**

Michelle De Jean *(edited by M De Jean on 9/24/01: Page three, highlighted section)*

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Major issues addressed during the first Fall 01/Spring 02 meeting of the SPC V include:

1. Review of the SPC Charge and Action Teams Charge
2. Action Team Formation
3. Action Team Updates/Reports
4. Next Steps

## **SPC CHARGE**

1. Revise the language within the Strategic Plan (see attached) so that:
  - ❑ Strategic Objective #1 reflects the College's definition of its student body, in terms of type, diversity, and academic achievement.
  - ❑ Strategic Objective #5 reflects the College's goal to develop and execute marketing communication activities to an external market.
2. Continuous Improvement. At appropriate times throughout the year, the SPC V will vote on the disposition of the work as produced by the SPC V action teams.

## **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.

## **ACTION TEAM FORMATION**

The teams of the SPC V are:

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

Charge: Recommend a standard for each of the desired outcomes and a measurement or testing method for each of the desired outcomes: Business Communications; Problem Solving; Technical Expertise (Common Business Knowledge); Technological Expertise; Student Career Preparation, and; Learner Recruitment.

This team serves as the umbrella team for all the learning outcomes (as identified in the paragraph above), as well as for the following action teams devoted to a specific learning outcome:

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

Charge: Identify and map the continuum of career preparation activities in which students may engage (freshmen-senior years). Develop/recommend an awareness campaign targeted to students.

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

Charge: Identify and map the continuum of oral communication activities a student experiences in his/her COB formal coursework.

**4. Learner Recruitment (Strategic Objective #1)**

Charge: Make policy recommendation for consideration by Senate as to the quality of student the COB will recruit (i.e., ACT/SAT score, GPA score for transfers). Make policy recommendation for consideration by Senate as to student diversity: how will the COB define "student diversity" and how diverse should the student body be?

**5. Continuing Education (Strategic Objective #2)**

Charge: Review strategic objective #2 and make recommendations for 5 years out.

**6. Physical Resources Barsema Building (Strategic Objective #3).**

Charge: Develop a transition plan from Wirtz to Barsema.

**7. Physical Resources Barsema Future (Tech Team) (Strategic Objective #3).**

Charge: Construct an assessment framework for Barsema Hall so it supports the following outcome areas: teaching and learning innovations; interaction/learning both in and out of the classroom, and; alternative delivery methods (Naperville-Hoffman Estates-Rockford-Barsema Hall "community").

**8. External Image (Strategic Objective #5).**

Charge: Redefine (articulate more precisely) the scope/intent of strategic objective #5 so it reflects marketing communication activities targeted to the College's external market. Develop/recommend a coordinated public relations campaign for the College.

9. **Mission Statement.**

Charge: Ensure the COB mission is clear based upon AACSB standards, and where necessary make recommendations (specifically with regard to articulating a market focus).

## **ACTION TEAMS – UPDATES/REPORTS**

Written reports were given for the Business Outcomes Assessment Team and the External Image Team.

- **Business Outcomes Assessment Team.** The motion to approve the six College of Business outcomes – Business Communication, Problem Solving, Technical Expertise (Common Business Knowledge), Technological Expertise, Student Career Preparation, and Learner Recruitment – as presented, passed unanimously. (Note: edited from “Motion was made and seconded to approve the six learning outcomes.”) This team will continue to act in concert with COB stakeholders to explore, develop, and ultimately, implement assessment activities that support COB learning outcomes.
- **External Image Team.** This team has tested draft “positioning” (marketing) statements in five focus group settings: high school students (two high schools), undergraduate students, graduate students, and business executives. This semester the team intends to complete the focus groups by conducting three additional sessions, with the intent of identifying a finalized positioning statement for the College that will be used in marketing communications materials.

## **NEXT STEPS**

1. By Friday, September 21<sup>st</sup> each SPC V member will select the action team on which he/she would like to serve.
2. By Friday, September 28<sup>th</sup>, an action team leader will be identified for an action team.
3. During October-November, the action teams will meet at least once, in order to provide a written and verbal progress report at the next SPC V meeting tentatively scheduled for early-mid November 2001.