

STRATEGIC PLANNING COUNCIL IV

Meeting Minutes

Third Meeting (99/00 Calendar Year): April 19, 2000

Meeting Time: 1:00 p.m. – 3:00 p.m.

In Attendance: Richard Born, Paula Brown, Greg Carnes, Michelle De Jean, John Engstrom,
Luis Flores, Sue Goad, David Graf (SPC Facilitator), David Keys, Jim Lauer, Maureen McBeth, Kathy McFadden, Lynn Neeley, Jay Wagle,
Sally Wakefield, Dan Wunsch

Unable To Attend: Sam Baker, Chuck Gowen, Gerry Jensen, Jackie Keener-Shook (Graduate Student), Linda Schaller, Tanujua Srivastava, Chris Stakal, Brian Vollmert, Harry Wright

Prepared April 27, 2000 by: Michelle De Jean, SPC Project Manager

SPC IV Charge

1. Complete all incomplete areas on the current strategic plan (i.e., where necessary, identify outcomes, measures and timelines).
2. Monitor and facilitate the execution of the current strategic plan (i.e., ensure that measures and timelines are met and/or modified where necessary).

Status Report: SPC IV Action Teams

1. **Strategic Objective #1: Business Outcomes Assessment Team** (formerly Career Preparation)
Members: Chuck Gowen, Jim Lauer, Lynn Neeley (team leader), Jay Wagle, Sally Wakefield
 - ❑ **Charge.** Recommend a standard for four desired learner outcomes: problem solving, oral component of business communication, technological competence, and core business knowledge.
 - ❑ **Next Steps.** 1) define each learner outcome; 2) identify and recommend pre and post tests; 3) identify techniques for documenting the desired undergraduate outcomes.
2. **Strategic Objective #1: Student Career Preparation Assessment Team** (formerly Recruitment & Retention)
Members: Sam Baker, Ann Carrel, Sue Goad (report presenter), David Keys, Chris Stakal (team leader), Jay Wagle
 - ❑ **Charge – To Be Amended.** Develop a career preparation assessment framework that includes: both graduate and undergraduate learners, and; how career preparation activities can be used for learner recruitment and retention.

- ❑ **Initial Recommendations.** an updated list of COB recruitment & retention activities.
 - ❑ **Next Steps.** 1) Propose new wording for Strategic Objective #1, such that recruitment and retention is cast as an outcome of career preparation activities as well as curricular programs. 2) Update and complete the career preparation activities, to include UBUS 101. 3) Work with the College's Student Steering Group to coordinate the compilation and dissemination of an events information packet (packet recipients: students, faculty, and staff). 4) Construct an assessment framework, complete with outcomes, measures, implementation suggestions and timelines.
3. **Strategic Objective #2: Continuing Education Assessment Team**
 Members: Paula Brown, Luis Flores, Jackie Keener-Shook, Brian Vollmert (team leader), Jay Wagle
- ❑ **Charge – Completed.** Parameters: non-degree professional development including approved credit or non-credit programs, professional designation test preps (CFA Review), and executive workshops.
 - ❑ **Implementation.** This team has completed the identification of outcomes, activities, measures, and timelines for the implementation of CPE's strategic goals. CPE will use its internal assessment tools and techniques to monitor and facilitate the execution its programmatic strategic plan.
4. **Strategic Objective #3: Physical Foundation Assessment Team**
 Members: John Engstrom, David Graf (team leader), Jackie Keener-Shook, Linda Schaller.
 Invite: Mark Mistic, Bill Tallon.
- ❑ **Charge:** Facilitate the execution of stated actions for strategic objective #3; ensure that measures are met else modify when/where applicable.
 - ❑ **Summer 2000 Scheduled Activities.**
 - ❑ McMurry Auditorium Roof repaired.
 - ❑ Crosswalk repairs (to stop leaks so that repairs can be made to the ceilings).
 - ❑ Wirtz Light Court upgrade: approximately \$20,200.
 - ❑ **Fall 2000 Scheduled Activities.**
 - ❑ Wirtz benches/seating installed: 55 seats at approximately \$300/per seat.
 - ❑ Execute Phase 1 of 3-year technology plan.
 - ❑ **Next Steps:** Create a student questionnaire that seeks student input on aspects related to both the physical foundation (bricks & mortar) as well as the quality of COB services (sense of community). Investigate handicap accessibility issues and solutions with regard to buildings and classrooms.
5. **Strategic Objective #4: Creating a Learning Organization Assessment Team**
 Members: Richard Born, Sue Goad (team leader), Gerry Jensen, Dan Wunsch
- ❑ **Charge – Completed.** The personnel development outcomes/definitions list has been edited to explicitly include research activities. The process map for implementing faculty

and staff development more clearly depicts alignment with the existing administrative structure.

- ❑ **Next Steps:** Within the final work product, recommend that the existing administrative structure explore methods for disseminating training opportunities and for tying the training experiences back to the organization (i.e., story-telling venues). Submit the updated work product to Senate for review and implementation.
- ❑ **Targeted implementation:** Summer-Fall 2000.

6. **Strategic Objective #5: Value Added Culture – COB Internal Communications Assessment Team**

Members: Sue Braffet, Paula Brown, Michelle De Jean, David Graf (team leader), Jean Loptien, Jami Still, Brian Vollmert

- ❑ **Charge:** Create an assessment framework for COB internal communications.
- ❑ **Project Proposal:** explore the feasibility of a COB Intranet to serve as a one-stop tool for faculty/staff service reporting, as well as a means to facilitate communication with internal and external COB stakeholders.
- ❑ **Next Steps.** A team of MIS students will work under the guidance of OMIS supervising professors and with COB stakeholders to complete the following:
 - ❑ Summer 2000: conduct systems analysis for an Intranet. Outcome: feasibility report.
 - ❑ Fall 2000: Begin design stage (pending approval of feasibility report). Outcome: logical and physical designs.
 - ❑ Spring 2001: Begin implementation stage (pending design approvals). Outcome: Intranet prototype.
 - ❑ Spring 2001 – Fall 2001. Design and execute training sessions. Outcome: COB Intranet.

7. **Strategic Objective #5: Value Added Culture – Creating & Sustaining an External Image**

Members: Sue Braffet, Michelle De Jean, David Graf (team leader), Tom Haapoja, Larry Jacobs, Cary Kizilbash, Mark Misic, Mona Salmon, Brian Vollmert, Harry Wright

- ❑ **Charge:** Develop a framework for creating/building an external image
- ❑ **Activities.** Team members drafted public relations materials and supporting documentation that include: 1) COB fact sheet; 2) Faculty Profile; 3) Student Profile; 4) summarized results from the Survey of 1997 Baccalaureate Degree Recipients, and 4) Three draft positioning statements. The team recommends that the College test the three draft positioning statements against marketplace perceptions by holding focus group sessions for COB stakeholders.

❑ **Next steps & Targeted Completion Dates:**

- ❑ Summer 2000: conduct focus group sessions (facilitated by an outside consultant) for: 1) students, 2) faculty and staff, and 3) business executives and alumni. (Facilitated by an outside consultant). Outcome: finalized positioning statement.
- ❑ Fall 2000. develop public relations campaign. Outcome: identification of message, media outlets, implementation schedule. Consider and propose implementation process, so that this process is functions within the existing administrative structure of the College.
- ❑ Spring 2001: pending an approved implementation process, execute the public relations campaign. Target measures by year 2003: 100% change in College marketplace recognition from ACCY school to include all College departments and units; 50% increase in COB name recognition.

Next Steps

Various SPC IV action teams will continue their work in Summer 2000. Additionally, during Summer 2000, new members will participate on the SPC. Beginning in September 2000, the SPC V will continue the work of moving the action team assessment frameworks toward adoption and implementation within the existing administrative structure of the College.