

STRATEGIC PLANNING COUNCIL IV

Meeting Minutes

Second Meeting (99/00 Calendar Year): February 21, 2000

Meeting Time: 9:00 a.m. – 11:00 a.m.

In Attendance: Richard Born, Ann Carrel (guest), Michelle De Jean, John Engstrom, Luis Flores, David Graf (SPC Facilitator), David Keys, Jim Lauer, Kathy McFadden, Lynn Neeley, Linda Schaller, Tanuja Srivastava, Brian Vollmert, Sally Wakefield, Harry Wright, Dan Wunsch

Unable To Attend: Sam Baker, Paula Brown, Greg Carnes, Sue Goad, Chuck Gowen, Maureen Finnane, Gerry Jensen, Jackie Keener-Shook (Graduate Student), Chris Stakal, Jay Wagle

Prepared February 22, 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).
3. Begin long range planning (10 years out).

SPC IV Action Teams

This meeting was devoted to a summary status report as provided by each action team leader. The expanded Strategic Plan (as of 2/21/00) has been updated to reflect the teams' activities and is attached for reference.

1. **Strategic Objective #1: Career Preparation (Curricular) Assessment Team**
 - ❑ 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: Identify existing data collection "points" and techniques for documenting the desired undergraduate outcomes. Identify measures.
2. **Strategic Objective #1: Recruitment & Retention Assessment Team**
 - ❑ Members: Sam Baker, Ann Carrel (report presenter), Sue Goad, David Keys, Chris Stakal (team leader), Jay Wagle

- ❑ Charge: Develop a recruitment & retention assessment framework that: focuses on career preparation; includes both graduate and undergraduate learners, and; addresses the College's quality standard for learners.
 - ❑ Initial Recommendations: an initial list of COB recruitment & retention activities.
 - ❑ Next Steps: Identify outcomes and measures, refine the list of R&R activities, and construct an implementation framework.
3. **Strategic Objective #2: Continuing Education Assessment Team**
- ❑ Members: Paula Brown, Luis Flores, Jackie Keener-Shook, Brian Vollmert (team leader), Jay Wagle
 - ❑ Charge: 1) Parameters: non-degree professional development including credit or non-credit programs, professional designation test preps (CFA Review), and executive workshops 2) Complete outcomes, activities, and measures for CPE as well as beyond CPE.
 - ❑ Initial Recommendations: identify a non-degree certificate course to pilot (with associated outcomes, measures, timelines).
 - ❑ Next Steps: Identify critical components of non-degree certificates; identify and evaluate the current processes/requirements posed by NIU Graduate School for academic certificates; Identify and evaluate the current policies and procedures associated with transcript generation and non-degree enrollment processes.
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.
 - ❑ Update: See revised timetable for Strategic Objective #3 in the College's Strategic Plan (attached)
5. **Strategic Objective #4: Creating a Learning Organization Assessment Team**
- ❑ Members: Richard Born, Sue Goad (team leader), Gerry Jensen, Dan Wunsch (report presenter)
 - ❑ Charge: Expand the personnel development outcomes/definitions list to include research activities specifically. This has been completed.
 - ❑ Next Steps: Refine the process map for implementing faculty and staff development.
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.
 - ❑ Initial Recommendations: rationale for coordinated internal communications; a list of outcomes, as well as associated tools & resources for gathering and distributing information.
 - ❑ Next Steps: A) Explore the possibility of a COB Intranet that would facilitate one-stop reporting and the sharing of report information across the organization. B) Complete and refine the list of outcomes, tools, and resources; and construct an implementation framework.
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 Mistic, Mona Salmon, Brian Vollmert, Harry Wright

- ❑ Charge: Develop a framework for creating/building an external image
- ❑ Initial Recommendations: suggested process for assessing current market perceptions, developing and testing a College positioning statement to culminate in a public relations campaign.
- ❑ Next steps: Create profiles for students, alumni, faculty. Draft positioning statements and test them in focus groups.

Next Steps

March 2000 is the target month for the next SPC IV meeting. Tentative agenda items include a reporting from each working group about the group's scope, direction, and accomplishments.