

STRATEGIC PLANNING COUNCIL MEETING MINUTES

Third Meeting (98/99 Calendar Year): April 21, 1999

Meeting Time: 9:00 a.m. - 11:00 a.m.

- In Attendance:** Greg Carnes, Bill Chittenden, Michelle De Jean, John Engstrom, Luis Flores, Sue Goad, Chuck Gowen, David Graf (SPC Facilitator), Larry Jacobs, Jim Lauer, Kathy McFadden, Mark Misic, Lynn Neeley, Rick Ridnour, Linda Schaller, Brian Vollmert, Jay Wagle, Suzie Watkins (Undergraduate Student), Harry Wright, Dan Wunsch
- Unable To Attend:** Doug Ayers, Terry Bishop, Maureen Finnane, Lori Marcellus, Larry McCabe (Graduate Student), Mona Salmon, Denise Schoenbachler, Lynne Waldeland (Provost Office)
- Prepared May 11, 1999 by:** Michelle De Jean, SPC Project Manager

Meeting Highlights

Major issues addressed during the third meeting of the SPC III include:

1. IBHE – “The Illinois Commitment.”
2. SPC III Assessment Teams – Updated Reports.
3. Next Steps.
4. Attachments:
 - ❖ “The Illinois Commitment”
 - ❖ Updated Strategic Plan Document: dated as of April 21, 1999

IBHE Commitment

“The Illinois Commitment” outlines goal statements, actions, and results/accountability in three areas: 1) Partnerships; 2) Opportunities, and; 3) Excellence. The document was produced by the Illinois Board of Higher Education (IBHE) and released on February 2, 1999. The IBHE will determine budget processes and increased university funding based upon performance against the standards outlined in “The Illinois Commitment.” From the document, David Graf discussed those IBHE goals that are relevant to the College of Business strategic planning and operational activities. (*“The Illinois Commitment” is attached. David Graf has bracketed areas on the attached to indicate those items that are relevant to the College of Business.*)

SPC III Assessment Teams – Updated Reports

The five SPC III assessment teams are charged with developing an assessment framework for the strategic objectives in the College's strategic plan. During this meeting, the team leaders provided an updated report of their respective activities. The SPC III approved two team reports: ***Motion was made and seconded to approve the work of and act on the recommendations made by the Physical Resources team. Motion was made and seconded to approve the work of and act on the recommendations made by the Creating a Learning Organization team.*** Summary reports for the five assessment teams follow.

1. Strategic Objective #1: Career Preparation Assessment Team

Team Members and Charge

Members: *Greg Carnes, Jim Lauer, Larry McCabe (MIS student), Lynn Neeley (team leader), Mona Salmon, Jay Wagle.* Charge: to assure that all undergraduate students receive the curricular and non-curricular experiences that give them a sustainable competitive edge in their careers.

Progress Report (Summary)

- Performed ABC analysis on a substantial list of desired outcomes to prioritize them.
- Agreed that it would be best to use multiple outcome measures and to utilize data that were already being gathered.
- Wanted to find measures that would treat native, returning, and transfer students equally by carefully timing and coordinating any testing or measures.
- Felt that data collection and testing did not need to use pre-test, treatment, post-test analysis exclusively.

Recommendations

- a. Top five, measurable, unranked outcomes and skills expected of all undergraduate students earning business degrees: Problem Solving, Oral Communications, Written Communications, Technological Expertise, and Technical Expertise (common business knowledge).
- b. Time line for establishing a working feedback loop for undergraduate student "treatments:" accommodates a minimum of two years for an iteration of measurement process to be completed.

2. Strategic Objective #2: Continuing Education Assessment Team

(formerly "Life Long Learning")

Team Members and Charge

Members: *Greg Carnes, Bill Chittenden, Elaine Davis, Luis Flores, Sue Goad, Brian Vollmert (team leader), Harry Wright.* Charge: to develop an assessment framework for continuing professional education.

Progress Report (Summary)

- Identified the five phases of the professional career life cycle.
- For each phase, identified associated service offerings, cycle time for developing new degrees/new course series, place/time flexibility, and assessment responsibility/evaluation.
- Developed a preliminary version of a strategic plan for the Office of Continuing Education.

Recommendations

- a. "Continuing education:" refers to activities directed to the adult learner, initiating at the completion of a bachelor degree.
- b. CPE's preliminary strategic plan supports: the College strategic plan, and; "The Illinois Commitment."

3. Strategic Objective #3: Physical Resources Assessment Team

Team Members and Charge

Members: *John Engstrom, Maureen Finnane, David Graf (team leader), Mark Misic, Linda Schaller, Bill Tallon, Suzie Watkins (MKTG student)*. Charge: to develop an assessment framework for strategic objective #3.

Progress Report (Summary)

- Surveyed College faculty and staff, as well as students representing freshman through graduate levels (in order to develop outcomes, priorities, and measures).
- Based on the survey results, identified key College areas for which outcome statements will be developed.

Recommendations

- a. Key college upgrades: classrooms, auditoriums, public areas (study areas, light court), repairs to McMurry Hall, and technological infrastructure (including computer labs).
- b. Fall 1999-Fall 2003 timeline: upgrade priorities and completion dates.

4. Strategic Objective #4: Creating A Learning Organization Assessment Team

Team Members and Charge

Members: *Michelle De Jean, Sue Goad (team leader), David Graf, Kathy McFadden, Brian Vollmert, Harry Wright*. Charge: to develop a process and an assessment framework for faculty and staff development opportunities (strategic objective #4).

Progress Report (Summary)

- Developed suggested outcomes that personnel in the College might choose to strive for in their personal development efforts.
- Developed a process for institutionalizing the opportunity for each COB employee to work towards the appropriate outcomes for their positions in keeping with their self-development plans.
- Developed an initial resource list that could be used in the development process.

Recommendations

- a. Summer-Fall 1999: review the work of this team by the SPC, Senate, and College Council.
- b. Fall 1999: identify a Program Coordinator to develop a framework for and to coordinate the annual execution of faculty and staff development opportunities.
- c. Spring 2000: Administer the process College-wide.

5. Strategic Objective #5: Value Added Culture Assessment Team

Team Members and Charge

Members: *Greg Carnes, David Graf (team leader), Jean Loptien, Jason Pederson (FINA student), Brian Vollmert.* Charge: to develop an assessment framework for strategic objective #5.

Progress Report (Summary)

- Identified three areas for promoting a value-added culture: 1) COB Best Practices; 2) Communications, and; 3) Mentoring.
- Developed suggested outcomes and associated activities for each of the three areas.
- Developed an outcomes matrix, complete with initial activities and associated timelines.

Next Steps

1. COB Board of Executive Advisors (BOEA). The BOEA will hold its Spring meeting on May 6, 1999. The five SPC III assessment team leaders will present their work before the BOEA.
2. COB faculty and staff will receive the approved team reports (Physical Resources, and Creating a Learning Organization) during the Fall 1999 all-college meeting.
3. David Graf will release a call for volunteers for the SPC IV. The call for volunteers will be sent to all COB faculty and staff members.
4. The SPC III ad hoc Membership Committee consists of: David Graf, John Engstrom, Luis Flores, and Rick Ridnour. The Membership Committee will review the list of COB volunteers and finalize SPC IV membership in Summer 1999.
5. The SPC IV will meet from Fall 1999 through Summer 2000.
6. The following assessment teams will continue their work: Career Preparation Assessment Team; Continuing Education Assessment Team, and; Value-Added Culture Assessment Team. Upon completion of their work, these teams will present it to the SPC IV for approval and/or recommendations.

Attachments

- ❖ Appendix A: “The Illinois Commitment: Partnerships, Opportunities, and Excellence – A Citizens Agenda for Illinois Higher Education” (IBHE, February 2, 1999)
- ❖ Appendix B: Updated NIU-COB Strategic Plan (as of 4/21/99)