

STRATEGIC PLANNING COUNCIL III

Meeting Minutes

First Meeting (97/98 Calendar Year): October 30, 1998

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

In Attendance: Terry Bishop, Greg Carnes, Bill Chittenden, Michelle De Jean, John Engstrom, Maureen Finnane, Luis Flores, Sue Goad, Chuck Gowen, David Graf (SPC Facilitator), Larry Jacobs, Jim Lauer, Larry McCabe (Graduate Student), Kathy McFadden, Lynn Neeley, Mona Salmon, Linda Schaller, Brian Vollmert, Jay Wagle, Lynne Waldeland (Provost Office), Suzie Watkins (Undergraduate Student), Harry Wright, Dan Wunsch

Unable To Attend: Doug Ayers, Lori Marcellus, Mark Mistic, Rick Ridnour, Denise Schoenbachler

Prepared December 17, 1998 by: Michelle De Jean, SPC Project Manager

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

1. Welcome New Members
2. AACSB Re-accreditation
3. Review of the 5-year Strategic Plan & Team Formation-Charge
4. Next Steps

Welcome New Members

Members of the SPC III introduced themselves, and welcomed new members. Those new members who will serve a 3-year term are: Maureen Finnane, Luis Flores, Sue Goad, Chuck Gowen, Jim Lauer, Kathy McFadden, Brian Vollmert, Jay Wagle. New student members are: Larry McCabe (graduate student) and Suzie Watkins (undergraduate student). Lynne Waldeland -- Assistant Provost and an active member on the original SPC (1994-1996) -- has agreed to participate as an SPC III team member.

AACSB Re-accreditation

David informed the SPC III that AACSB will review the College of Business for re-accreditation in Fall 2003. AACSB will judge all College activities against the College's mission and strategic plan.

Team Formation & Charge

The main charge for the SPC III is the development of a generic assessment framework for each of the strategic objectives within the plan. SPC III members reviewed the entire strategic plan. Afterwards, many members volunteered to serve on one of six working groups. In general, each group is charged with developing an assessment framework, and is expected to meet at least once before January 1999.

Additionally, many of the working groups will pick up the activities from the Key Initiative teams, which were developed and advanced by the Departmental chairs from Spring 1996-Fall 1997. The six working groups -- with associated members and specific charges -- follow.

SPC III WORKING GROUPS, MEMBERS & CHARGE

1. Mission Statement

- ❑ Members: Larry Jacobs, Terry Bishop, Harry Wright.
- ❑ Charge: Create an explicit statement for inclusion in the mission about the quality expectations the college has for its students: the type of learner we want to attract; the type of learner we want to develop, and; the type of culture we want to emphasize in the student body.

2. Core Strategy

- ❑ Members: Lynn Waldeland, David Graf, Michelle De Jean
- ❑ Charge: Create a core strategy statement that explicitly states how we will work together in order to live into all aspects of the strategic plan.

3. Career Preparation *(linked to Strategic Objective #1 as contained within the Strategic Plan)*

- ❑ Members: Greg Carnes, Larry McCabe, Jim Lauer, Lynn Neeley, Mona Salmon, Jay Wagle
- ❑ Charge: Create a generic assessment framework for curriculum, to include: two levels of curriculum assessment (curricular and non-curricular); recruitment-retention & communications activities, and; the sharing of new knowledge and programs.

4. LifeLong Learning *(linked to Strategic Objective #2 as contained within the Strategic Plan)*

- ❑ Members: Bill Chittenden, Luis Flores, Brian Vollmert, Harry Wright.
- ❑ Charge: Create a generic assessment framework for lifelong learning to include: SPC definition of Lifelong Learning; certificate programs, and; consulting and student practicum processes via the college's strategic alliances.

5. Physical Foundation *(linked to Strategic Objective #3 as contained within the Strategic Plan)*

- ❑ Members: David Graf, John Engstrom, Maureen Finnane, Linda Schaller, Suzie Watkins
- ❑ Charge: Create a generic assessment framework for the physical foundation, to include: bricks and mortar (physical design and appearance); technology (classroom and office use), and; overall effect on the learners of the building-classrooms, technology-support services.
- ❑ Initial activity may include: Student Steering Group questionnaire to students and faculty re effectiveness of physical facilities.

6. Creating Instructional Excellence *(linked to Strategic Objective #4 as contained within the Strategic Plan)*

- ❑ Members: Sue Goad, Michelle De Jean, Chuck Gowen, Brian Vollmert
- ❑ Charge: Create a generic assessment framework for instructional excellence, to include: SPC definition of the "new fundamentals in business education and best business practices;" research, consulting, alliance, operations activities & resources, and; review of the university's faculty development office resources & activities.

Next Steps

January 1999 is the target month for the next SPC III meeting. Tentative agenda items include a reporting from each working group about the group's scope, direction, and initial activities.