

STRATEGIC PLANNING COUNCIL II

MEETING MINUTES

EIGHTH MEETING (96/97 CALENDAR YEAR): JULY 21, 1997
Meeting Time: 2:00-4:00

IN ATTENDANCE:

Doug Ayers, Terry Bishop, Sue Braffet, Bill Chittenden, Michelle De Jean, Pat Delaney, John Engstrom, David Graf (SPC Facilitator), Larry Jacobs, Peter Kaminski, Lori Marcellus, Mark Mistic, Lynn Neeley, Nancy Russo, Mona Salmon, Denise Schoenbachler, Beth Towell, Sally Wakefield, Jim Ward, Harry Wright, Dan Wunsch

UNABLE TO ATTEND:

Greg Carnes, Rich Erickson, Angie Euhus, Debra Hopkins, Rick Ridnour, Linda Schaller, Bill Tallon

PREPARED JULY 24, 1997 BY:

Michelle De Jean, SPC Project Manager

Major issues addressed during this meeting of the SPC include:

1. General Update: Physical Foundation Key Initiative
2. Progress Report: Learner Recruitment Best Practice/Best Process
3. COB Resource Allocation Model & the COB Strategic Plan
4. Next Steps

GENERAL UPDATE: KEY INITIATIVE

Physical Foundation. Mark Mistic, Physical Foundation team member, provided an update with regard to the team's recommendations as well as estimated costs associated with each recommendation. The focus of the team's effort is on academic spaces. The focus for the first floor of Wirtz is to create learner-oriented areas. A summary of the team's recommended space design changes and equipment follows.

1. **The Entrance Vestibule.** To be installed with heavy-duty carpeting and to include: a comprehensive college directory; a *Northern Star* receptacle, and; trash and recycling receptacles to encourage visitors to dispose of their waste before entering the building.
2. **The Light Court.** To include student bulletin boards/advertisements, displays re college benefactors/members/programs, an information desk.
3. **Wirtz Auditorium.** Furniture and space design recommendations include: replacing the tables with padded chairs with tablet arms, and theater seating so as to allow seating for up to 400 (to accommodate classes such as the cross-functional class).
4. **Seminar Rooms (Wirtz 103A and 103B).** To be used for regular classes, distance education classes, and special meetings and seminars. Wirtz 103A and 103B to be equipped with state-of-the-art instructional technology, including multi-media, internet access, and distance learning capabilities. Recommended space design changes include:
 - Wirtz 103A: tiered classroom with five parallel rows of tables. Seating capacity: 46.
 - Wirtz 103B: three rows of tables with an L-shaped configuration to accommodate class discussions and enhance interaction. Seating capacity: 36.

The costs associated with each recommendation serve as estimations. Physical Foundation team members have been invited to meet with members from the university's office of Finance & Facilities to review the above-listed recommendations and to identify accurate costs for each.

Sue Braffet, Director-COB Alumni Relations, noted that as part of the college's annual fund effort, the College will solicit its alumni for funds for upgrades to Wirtz classrooms. In support of this effort an article about the move back to Wirtz and recommended space design changes will run in the Fall 1997 edition of *Business Network*. A tear-away pledge form will be provided for alumni to indicate their financial support for the upgrade of Wirtz classrooms. Plaques will be made and displayed to acknowledge all contributors.

Lynn Neeley, Associate Dean, discussed the strategy for removing the walkways between McMurry and Wirtz. Lynn has been in contact with those across campus who are associated with the Americans with Disabilities Act (ADA). Through these contacts, Lynn is discussing the possibility of knocking down the stairs and the walls between the buildings, and installing a covered ramp in their stead, as there is enough room to build a ramp between McMurry and Wirtz.

SPC Recommendations include: repairing the sidewalks outside Wirtz and removing the rust from the building.

Motion was made and seconded to refer the Physical Foundation Key Initiative team report, along with SPC recommendations, to the Dean's Office. Motion carried.

Motion was made and seconded that the Physical Foundation Key Initiative team, with its current members, act in an advisory capacity to the Dean while the plan for space design and equipment is implemented. Motion carried.

PROGRESS REPORT: BEST PRACTICE/BEST PROCESS

Learner Recruitment. Harry Wright, project manager of the Learner Recruitment team, provided a report of the team's work. The objective of the Learner Recruitment team is to develop a framework for a coordinated COB recruitment and retention program of well-qualified learners. The team looked at the six-county area in terms of recruiting the best possible learners. Members of the Learner Recruitment team developed a recommended strategic plan for the recruitment and retention of COB learners. Elements of the recommended recruitment and retention strategic plan include:

1. Recommended mission statement: to proactively manage the enrollment (quantity and quality) of students in the COB through a coordinated program of continuous recruitment and retention activities.
2. Recommended action steps that are on-going and in support of the overall recruitment and retention plan:
 - a. On-going SWOT analysis (strength, weaknesses, opportunities, threats).
 - b. Strategy development and implementation. To include the identification of: target markets, appropriate message for markets, and message bearers for markets.
3. Recommended objectives for the recruitment and retention plan (in the report, each objective is accompanied with recommended action steps):
 - a. To support the efforts of COB representatives in recruitment and retention activities
 - b. To create student self-esteem regarding the NIU COB program
 - c. To establish a commitment of faculty in recruitment and retention activities
 - d. To establish funding programs to assist NIU COB students.
4. Overall recommendations in support of a COB recruitment and retention plan:
 - a. Make learner recruitment and retention a high priority in the COB, one that remains a high priority during high enrollment levels as well as low enrollment levels.
 - b. Appoint a Recruitment and Retention Director for the COB who would organize, coordinate, and communicate the recruitment and retention plan.
 - c. Establish a COB recruitment and retention advisory team.

SPC Recommendations. SPC members recommended that:

- the team catalogue all current COB recruitment and retention activities/plans, and attach a qualifier to indicate: how effective the tool/technique was, and; why the tool/technique was or wasn't effective.
- the team provide a description of the role and responsibilities for the position of Director-Recruitment & Retention, and that the team provide recommendations as to how that position fits into the COB organization.
- the recruitment and retention plan provide a mechanism to tie into the said plan COB student organizations such as the COB Student Advisory Steering Council as well as student service organizations (aka Delta Sigma Pi).
- the recruitment and retention plan address the issue of image-advertising, and/or activities designed to build up the image of the COB (that the COB work with the university to move away from vague image-advertising to image advertising that is more specific to the COB).

COB RESOURCE ALLOCATION MODEL

Dr. Graf presented a COB resource allocation model and talked through its relationship to the COB strategic plan. The model covers the following areas:

1. **Alliances (college and departmental).** The focus of this area is to develop long-term partnerships to look at the future in business and business education. In this regard, targeted firms meet the following criterion: they are exemplary firms, and they are firms that we admire. Benefits include generating opportunities for: curriculum help, faculty-led student teams in business organizations, business executives to serve as classroom speakers, student internships, business executive-student mentoring, and business executive-student shadowing.
2. **General Revenue.** The focus of this area is undergraduate (to include distance learning) and graduate programs.
3. **Off-Load Activities.** The focus of this area is to reach new learners, and to shorten the distance between theory and practice. Programs in this area include: MS-Taxation, Continuing Professional Education, and the Executive MBA program.
4. **Alumni-Corporate.** The focus of this area is to develop partnerships to look at the future in business and business education. Activities in this area include generating: Freshman scholarships, and individual interests/projects.

COB STRATEGIC PLAN

In a discussion led by Dr. Graf, SPC members reviewed the feedback to the COB strategic plan. The feedback was categorized by grouping reactions/suggestions to the document overall, as well as grouping those reactions that are targeted to specific components of the document. SPC members volunteered to work with Dr. Graf to synthesize the comments in order to create the next iteration of the strategic plan. The volunteers are:

Bill Chittenden, Larry Jacobs, Nancy Russo, Sally Wakefield, Jim Ward, Dan Wunsch.

The next iteration of the strategic plan will be presented to, and reviewed by, the SPC as a whole, prior to presentation/review by all COB members.

NEXT STEPS

During the August 5th meeting of the SPC II, the disposition for the Creating Instructional Excellent report and the Learner Recruitment report will be determined. Full progress reports will be presented by the project managers of the following teams:

1. Career Preparation Key Initiative (Dan Wunsch, Project Manager)
2. Life-Long Learning Key Initiative (Pat Delaney, Project Manager)
3. Value Assessment Best Practice/Best Process (Mona Salmon, Project Manager)

Additionally, SPC members will engage in a review and discussion of the proposed next iteration of the COB strategic plan.