

# STRATEGIC PLANNING COUNCIL II

## MEETING MINUTES

SEVENTH MEETING (96/97 CALENDAR YEAR): JUNE 19, 1997  
*Meeting Time: 2:00-4:00*

### IN ATTENDANCE:

Doug Ayers, Terry Bishop, Sue Braffet, Greg Carnes, Michelle De Jean, Pat Delaney, John Engstrom, Angie Euhus, David Graf (SPC Facilitator), Debra Hopkins, Larry Jacobs, Lori Marcellus, Linda Schaller, Bill Tallon, Beth Towell, Sally Wakefield, Jim Ward, Dan Wunsch

### UNABLE TO ATTEND:

Bill Chittenden, Rich Erickson, Peter Kaminski, Mark Mistic, Lynn Neeley, Rick Ridnour, Nancy Russo, Mona Salmon, Denise Schoenbachler, Harry Wright

### PREPARED JULY 7, 1997 BY:

Michelle De Jean, SPC Project Manager

Major issues addressed during this meeting of the SPC include:

1. General Update: Strategic Alliances Best Practice/Best Process
2. Progress Report: Standing Committees Best Practice/Best Process
3. COB Strategic Plan and a review of the Kellogg Commission Report
4. Next Steps

### GENERAL UPDATE: BEST PRACTICE/BEST PROCESS

**Strategic Alliances.** Michelle De Jean and David Graf provided an update with regard to COB strategic alliances activities to date. COB members have been identified for strategic alliance discussions with senior-level executives of Motorola LMPS and Siemens Business Communication Systems, respectively. (These discussions began in Spring 1997.) In accordance with the process for developing strategic alliances, COB members are asked to be a member of a COB strategic alliance team after the Dean has evaluated the nature of, and/or possibilities inherent in, the College's potential strategic relationship with a firm. In all cases, COB strategic alliance team members have the appropriate levels of expertise and experience that are required to meet the objective of the particular strategic alliance.

1. **Background: COB-Motorola LMPS Strategic Alliance.** On March 21, 1997, a COB strategic alliance team met with a senior-level executive of Motorola LMPS. The purpose of this initial meeting was to share organizational strategies as well as requirements for advancing those strategies. Both parties discussed their: expectations and hopes for a COB-Motorola relationship; each party's value-add, and; each party's needs. On July 18, 1997, both parties will meet to craft a written agreement for a COB-Motorola strategic alliance. For this meeting, the COB team has been expanded to include more faculty and staff members, and the Motorola team has been expanded to include four senior level executives who are all NIU alumni. The written agreement, once finalized, will reflect the objective of the relationship, associated activities, timelines, measures, and accountabilities.
2. **Background: COB-Siemens Strategic Alliance.** On February 21, 1997, a COB strategic alliance team met with mid-level executives of Siemens Business Communications Systems. The purpose of the meeting was to thoroughly describe the workings of each organization. In addition, each party discussed their expectations for a strategic alliance, each party's value-add, and each party's needs. On May 23, 1997, the COB team met with senior-level executives of Siemens to discuss each party's

strategic concerns. At this writing, members from the COB and Siemens are working together to craft the first draft written agreement for a COB-Siemens strategic alliance.

**SPC Recommendations:** SPC members requested that the process manual for creating strategic alliances, once finalized, be published and distributed to COB members for use in all College departments as those areas work to craft departmental strategic relationships.

BEST PRACTICE/BEST PROCESS:  
STANDING COMMITTEES OF THE COLLEGE PROGRESS REPORT

David Graf, project manager of the Standing Committees (SC) team, provided a report of the team's work. The objective of the SC team is to coordinate/articulate the activities of the College's standing committees so as to build a bridge between all COB stakeholder groups: learners, business, faculty, and staff. The SC team prepared reports that contain the mission and duties of the standing committees of the College. The reports, as prepared by members of the respective standing committee, include:

- ◆ College Council (mission and duties as stated in the bylaws)
- ◆ College Curriculum (mission and duties as stated in the bylaws)
- ◆ College Senate (mission reflects activities of the Senate; the mission was not taken from the university bylaws as none exists at the university level)

In order to formalize learner and staff participation into the College's activities, the SC team created two additional standing committees of the College. They are:

1. **College of Business Staff Council.** The Staff Council is a body of operating and supportive professional staff representatives whose mission is to improve the quality of the COB for learners, faculty, businesses, and other staff members by: offering a forum for their constituents to make contributions and express their ideas, concerns, and needs; providing a voice for staff by proposing actions and recommendations in response to the input received, and; sharing in the implementation of the COB strategic plan. The Staff Council is an advisory body that reports to the Dean of the College. The Dean serves as an ex-officio member of the Staff Council. The bylaws reflect a specified mission (as above), duties, and membership criterion. Additionally, the bylaws were created by operating and supportive professional staff members and were voted upon by same in May 1997.
2. **College of Business Student Advisory Steering Council.** The purpose of this body is to provide student input into the College's activities. Specifically, to serve as a communications mechanism between the COB and the Student Advisory Boards. The primary focus of this body is to participate in effecting and implementing College programs, and recruitment and retention activities. The scope of this body is narrowly defined to the undergraduate experience, although representatives could be a mixture of graduates and undergraduates. Representation is made up in the following manner: three individuals come from each of the Student Advisory Boards from each department. Two of those individuals are regular members; one is an alternate.

**SPC Recommendations.** SPC members recommended that the SC team:

1. Prepare an organizational chart to show the inter-relationships between the standing committees of the College.
2. Keep the MBA Advisory Council and the College's Student Advisory Steering Council intact as distinct bodies, as the needs and experiences of MBAs and undergraduates differ significantly.
3. Package, publish, and distribute the finalized reports to all COB members.

COB STRATEGIC PLAN

**COB Strategic Plan.** Dr. Graf asked all SPC members to carefully review the College's strategic plan as the strategic plan is meant to be used to guide decision making. Specifically, Dr. Graf asked that all SPC members review the document with other College members. The purpose is to receive reaction to the strategic plan in terms of its: layout/format, structure, and meaning. The goal, in this regard, is to ensure that the spirit, the intent, the words, the meaning of the College's strategic plan speak clearly to the majority of College members.

**Kellogg Commission Report.** The Kellogg Commission is a body that is made up of presidents of state and land-grant universities, and that is charged with looking at the future of public higher education. The Kellogg Commission is funded by the Kellogg Foundation. In addition, its work is receiving support from the National Association of State Universities and Land-Grant Colleges (NASULGC). The Kellogg Commission was formed in 1996 and will conduct its work through 1999. The Commission will issue reports on the following five topics:

1. The student experience
2. Access
3. Responsible engagement and outreach for the 21st century
4. How to create a learning society
5. The culture of the campus--traditional reward systems on campus

SPC members were provided with the first of these reports, titled "Returning to Our Roots: The Student Experience." As we review the College's strategic plan, Dr. Graf asked that all SPC members carefully read and consider the findings in this, the first, Kellogg Commission report. Within the executive summary of the report, the Commission list their "...Statement of Principles to Guide Academic Reform." These include: creating a learning community; providing access and opportunity for students; providing an education of value; containing costs; assessing the outcomes of the student experience; meeting new needs in the information age, and; fostering flexibility and responsiveness. In support of these principles, the Commission members recommend the following actions:

- ◆ revitalizing our partnerships with elementary and secondary schools
- ◆ reinforcing our commitment to undergraduate instruction, particularly in the first two years
- ◆ addressing the academic and personal development of students in a holistic way
- ◆ strengthening the link between education and career
- ◆ improving teaching and educational quality while keeping college affordable and accessible
- ◆ defining our educational objectives more clearly and improving our assessment of our success in meeting them; and
- ◆ strengthening the link between discovery and learning by providing more opportunities for hands-on learning, including undergraduate research.

Subsequent reports from the Kellogg Commission will be distributed to SPC members once they have been published. The URL address for the Kellogg Commission is:  
<http://www.intervisage.com/Kellogg/STATEMENTS/execsummary.html>

### NEXT STEPS

Michelle distributed the SPC II timeline of activities for Summer 1997. Dr. Graf explained that the goal of the SPC II over the course of the summer is two-fold: 1) to work with the feedback from College members with regard to the College's strategic plan, and 2) to disband most of the key initiative and best practice/best process teams.

During the July 21 meeting of the SPC II, brief updates will be provided by the project managers of the following teams:

1. Physical Foundation Key Initiative (Bill Tallon, Project Manager)
2. Creating Instructional Excellence Key Initiative (Peter Kaminski, Project Manager)
3. Value-Added Culture Key Initiative (David Graf, College Council Chair)

In addition, full progress reports will be presented by the project managers of the following teams:

1. Career Preparation Key Initiative (Dan Wunsch, Project Manager)
2. Learner Recruitment Best Practice/Best Process (Harry Wright, Project Manager)