

STRATEGIC PLANNING COUNCIL II

MEETING MINUTES

Fifth Meeting (96/97 Calendar Year): April 29, 1997

Meeting Time: 2:00-4:00

IN ATTENDANCE:

Terry Bishop, Sue Braffet, Greg Carnes, Bill Chittenden, Michelle De Jean, John Engstrom, Rich Erickson, Angie Euhus, David Graf (SPC Facilitator), Debra Hopkins, Larry Jacobs, Peter Kaminski, Lynn Neeley, Rick Ridnour, Mona Salmon, Linda Schaller, Denise Schoenbachler, Bill Tallon, Beth Towell, Sally Wakefield, Jim Ward, Dan Wunsch

UNABLE TO ATTEND:

Doug Ayers, Pat Delaney, Lori Marcellus, Mark Misic, Yves Mueller, Nancy Russo, Harry Wright

PREPARED MAY 5, 1997 BY:

Michelle De Jean, SPC Project Manager

Major issues addressed during this meeting of the SPC include:

1. Updates: Key Initiative Teams
2. Updates: Best Practices/Best Processes Teams
3. COB Strategic Plan: Strategic Objectives & the Key Initiatives
4. Progress Report: Creating Instructional Excellence Key Initiative
5. Next Steps

UPDATES: KEY INITIATIVES

1. **Career Preparation.** Team members surveyed businesses with regard to skill requirements of new hires. Team members have collected and analyzed the data and are preparing an outline of a proposal for review by the SPC. Targeted completion of the proposal: within the next two to three weeks.
2. **Physical Foundation.** Officers of the National Bank and Trust officially signed a \$100,000 contribution for the Wirtz Auditorium renovation. The College has the authority to secure the work of an architect to assess the changes needed, as well as associated costs. When identified, the team will work with the architect to explore the possibilities for a renovation of Wirtz Auditorium, and the team will update their report to reflect detailed information for suggested changes, priorities, and associated costs.
3. **Value-Added Culture.** College Council has developed proposed guidelines for the departments to use to develop their merit plans. College Council members are charged with getting reactions from departmental faculty to the proposed guidelines. College Council has targeted May 8th for the Council to vote on the proposed guidelines.
4. **Life-Long Learning.** Team members are continuing to develop a distance-learning delivery of the CPA Review. The on-line CPA Review will run August 1, 1997. Continuing Education

will work with CPA Review program to deliver it. The group continues to explore the possibilities of web-based delivery systems as well as web-based subscription systems.

5. **Creating Instructional Excellence.** See progress report on the following page.

UPDATES: BEST PRACTICES/BEST PROCESSES

1. **Strategic Communications.** The team explored various methods for developing an infrastructure to foster and support an information-sharing culture. The team will present the process and product of their efforts to the SPC on May 9th.
2. **Learner Recruitment.** Team members have completed a draft outline of a marketing plan and associated activities to be used in the recruitment & retention effort.
3. **Value Assessment.** Team members drafted a survey instrument to research existing sources for developed and implemented assessment models that are tied to an organization's strategic plan. Team members plan to distribute the survey in the summer to AACSB institutions.
4. **Standing Committees.** Staff Council team members plan to meet within the week to have a finalized statement of mission, bylaws, and duties; finalized statements will be distributed to SPS and OPS members on May 16th for a vote. Standing Committee team members continue to work on the organization of a Student Advisory Steering Council, intended to provide direct input into the College's strategic planning activities. Standing Committee members have provided a format to Senate, College Council and Curriculum, on which to capture the mission, duties and interrelationships between these groups.
5. **Strategic Alliances.** A preamble has been created for, and added to, the Redbook (process manual re strategic alliances). The preamble defines a COB strategic alliance, describes the process for faculty and staff participation, and highlights the benefits of a COB strategic alliance to learners, businesses, faculty, and staff.

COB STRATEGIC PLAN

Strategic Objectives & the Key Initiatives. David Graf asked the SPC to revisit the COB strategic plan, in particular, the strategic objectives. David shared his concern that, at present, the strategic objectives are a restatement of the COB mission. SPC members discussed David's concerns and agreed that the SPC will either: replace the strategic objectives with the key initiatives, or; rewrite the strategic objectives with concrete goals and associated measures. David asked each SPC member to carefully review the COB strategic plan and be prepared to revisit this discussion during the May 9th SPC meeting.

KEY INITIATIVE:

CREATING INSTRUCTIONAL EXCELLENCE PROGRESS REPORT

Peter Kaminski, project manager of the Creating Instructional Excellence (CIE) team, provided a report of the team's recommendations. CIE team members recommend that COB faculty and staff development/training efforts be:

- ◆ Centered around a physical facility and include both a personnel component and a services component.
- ◆ Coordinated by a professional person who would be hired by the College and would be responsible for assessing current and future development/training needs of faculty and staff.
- ◆ Coordinated with other units on campus so as to avoid duplication of services.

The CIE team also presented specific recommendations for the:

- ◆ Physical requirements of the facility (including square footage and resource requirements).
- ◆ Staffing and duties of the professional personnel hired to operate the facility.
- ◆ Suggested services to be provided via this facility/program.

SPC Recommendations. SPC members made the following recommendations to the Creating Instructional Excellence team. The SPC requested that the CIE team:

1. Catalog the resources available university-wide with regard to development services, in an effort to clearly provide/structure the existing opportunities for skill development.
2. Benchmark faculty and staff development models at other universities.
3. Prioritize its listing of suggested services, and include associated timelines.
4. Develop a budget for the team's recommended physical, personnel, and services components.
5. Address the issue of a faculty and staff diagnostic process and referral process.

NEXT STEPS

Progress reports for two best practices/best processes will be presented during the next meeting (5/9/97) of the SPC. Those two reports are: Strategic Communications, and; Standing Committees of the COB.