

UCA Strategic Planning Committee
June 4, 2013
Minutes

Dr. Reese opened the meeting at 1 p.m. in Wingo 315

Attendees Present:

Dr. Nancy Reese, Chair
Brian Bolter
Don Bradley
Wendy Castro
Jonathan Glenn
Stephanie McBrayer
Lindsey Osborne
Adam Price
Bobby Reynolds, BOT
Michael Rubach
Jay Ruud
Patricia Smith
Charles Watson

Absent:

Jovana Ilic
Kim McKee
Shelley Mehl
Colby Qualls
Steve Runge
Tab Townsell

Discussion:

- A motion made by Jonathan Glenn to approve the minutes from the May 2, 2013. Brian Bolter seconded the motion. The motion passed unanimously.
- The committee picked up with the continued review of the compiled comments from the campus forums, beginning with Goal 3. Based on the input from the forums, the committee recommended making the following changes in Goals 3, 4, 5 and 6.
- **Goal 3: Develop and Manage the Fiscal Resources Necessary to Provide Ongoing Support for the University's Mission and Strategic Plan**
 - Objective A: No changes.
 - Objective B: A motion was made by Stephanie McBrayer to change all objectives to an active voice. Wendy Castro seconded the motion. The motion passed unanimously.
 - Objective C: Faculty, staff and student research, development and travel funds will be established. Rework to active voice.
 - Objective D: Significantly increase extramural funding and new private gifts and pledges as established by the university KPI, (Key Performance Indicators).
 - Objective E: Establish and implement funding within department/college divisions for equipment and supplies specific to program excellence.
- **Goal 4: Commit to Ongoing Improvement and Innovation in Facilities and Technology**

- Objective A: Develop and implement a comprehensive, centralized strategic plan for campus technology.
- Objective B: Annually review and update as needed, the campus master plan to guide property acquisition, campus land use, and construction of new facilities.
- Objective C: Maintain the value, functionality and safety of existing facilities and physical infrastructure by judicious investment of maintenance and renovation funding.
- **Goal 5: Increase Engagement with External Partners**
 - Objective A: Serve the public and UCA's students by establishing and maintaining local, regional, national and global partnerships.
 - Objective B: Strengthen communication, coordination and prioritization of outreach and development.
- **Goal 6: Promote Diversity in All Areas**
 - Objective A: Attract and support a diverse student, faculty and staff population.
 - Objective B: Enhance interaction and understanding among diverse groups.
 - Objective C: Cultivate enriched learning opportunities in a global community.
- A discussion ensued regarding prioritization of strategic plan goals. A variety of opinions were expressed including the need to include budget implications as part of any prioritization process. Several members expressed the view that all goals were important and could not be prioritized. Additional discussion occurred regarding whether the current order of the goals resulted in an external perception that they already were prioritized. Some suggested prioritization of actions rather than goals. No definitive conclusions were reached by the group.

Next Meeting: 1:40 p.m., July 11, 2013 in Wingo 315

Meeting Adjourned: 3 p.m.