

STRATEGIC PLAN COMMITTEE  
Record of Meeting  
WEDNESDAY, DECEMBER 10, 2020  
2:30 P.M. via ZOOM

**ATTENDEES:**

Jonathan Glenn, Jen Talbot, Amber Wilson, Nadia Eslinger, Nishka Desai, Riva Brown, Amber Hall, Shelly Albritton, Syd Hayman, Michael Hargis, Brad Teague, Patricia Poulter and Suzanne Massey (NV)

**BUSINESS:**

Welcome and timeline review – Jonathan Glenn

- The third SPC meeting will be scheduled for the week of January 11 – 15, 2021. Watch for the meeting request survey.
- Final edits of the refreshed Strategic Plan will be finished by January 22, 2021 and ready for the Board of Trustees meeting in February.

Campus Feedback Review

1. Strategic Goal One: UCA will support and empower students to succeed, operating from the understanding that a holistic definition of success encompasses many intertwined dimensions of development. *[Followed by five sub goals with accountability structures]*

- Change wording on sub goal # 4 to read Council **for** Student Success
- Include “faculty” on sub goal # 3
- The accountability structures are really important.
- UCA needs both a Strategic Plan (broad, general) and a Diversity Strategic Plan (more specific). The two plans support each other.

2. Strategic Goal Two: UCA Students will have the capabilities to thrive after graduation in whatever avenue suits their path to success. Alumni engagement will increase as a result of their enhanced affinity for the institution. *[Followed by four sub goals]*

- How can we make this assessable / accountable and better align with Goal One?
- Very good feedback provided by Kurt Boniecki. How can we incorporate some of those points?
- Student well-being is tied to student success, but how do you measure well-being?
- We don’t need to list every single student success project. Need to find the right level of generality.
- Goal One overlaps with Goal Two.
- We need to take direction from the students, perhaps through the Graduate Outcomes Survey, which has a lot of different data points to look at – what made them thrive? What’s their story? How do we better engage our alumni?
- The accountability structure is a guide for the entire campus, not just for a specific unit.

- There are things that we cannot track so we need to make sure we're doing the right things while the students are here.
- Concern about getting too granular – we don't need to be too specific. We have processes.
- What we do is what we get. Outcomes.

3. Strategic Goal Three: UCA will position itself to fully address grand challenges impacting the state of Arkansas and related to the stability of the university, the sustainability of quality programming, and the equity of access and success for all stakeholders. *[Followed by four sub goals.]*

- How will we empower units to identify the ways they will support student success?
- Regarding feedback on the vagueness in language – this was intentional. We wanted it to be vague instead of being prescriptive. We need to allow units / people to find their own path to connect.
- Advice from EAB was to get rid of Goal 4, transform Goal 3 and reframe Goals 1 & 2
- What distinguishes UCA from other schools?
- Goal 3 is like mile markers along the way.
- The parameters (overall university v. individual units) will likely be addressed in the preamble of the Strategic Plan.
- Tell the story of “why” - Goals 1, 2 & 3 are the actions.
- The more concrete it is, the more relatable it will be.
- Strategic initiatives within Goal 3 are the specific actions of the unit and how those will feed into the broader goals of UCA.

4. Additional Recommendations: These items emerged during the development of the proposed Strategic Goal 3. The SPC believes that these are important lists but has not yet determined how they can be most effectively incorporated in the refreshed SP.

- How are we going to get these done? The key initiatives would provide some guardrails.
- Let the plan be a little messy. We can put the first iteration out there - it doesn't have to be perfect to launch it.
- If we didn't have the covid19 pandemic, we would be working really hard right now on ROI. ROI makes it possible to do the things we need and want to do.

5. Conclusion

- Jonathan Glenn asked that members contribute notes and observations to the shared drive.
- Suzanne will create a folder in the shared drive labeled “Contribute your notes on Feedback” and will also send a poll to determine the next meeting date.

The meeting adjourned at 3:35 p.m.