

Strategic Planning Committee
March 6, 2014
Meeting Minutes

Members present: Nancy Reese, Charles Watson, Don Bradley, Michael Rubach, Jonathan Glenn, Ashley Ross, Chad Hearne, Brian Bolter, Dylan Dogherty, Lindsey Osborne

Members absent: Victor Green, Aaron Knight, Wendy Lucas, Tab Townsell, Shelley Mehl, Colby Qualls, Steve Runge, Meghan Thompson, Adam Price

The meeting was called to order at 1:40 pm by Nancy Reese, Chair.

Glenn made a motion to approve the minutes from the January meeting. Bradley seconded the motion. Motion passed unanimously.

Campus Forums

Reese reported notes are being finalized from the campus forums. She will categorize the data under each goal. At the next meeting, the committee will discuss if anything needs to be changed in the Strategic Plan. Reese asked if anyone would like to provide feedback from the forums they attended.

Hearne said the COE forum was poorly attended. Bradley said only 2 people from the CNSM showed up at his forum. The committee agreed that overall, forums were poorly attended.

Bradley suggested having forums for the faculty during the opening session each August.

Reese agreed that it may be time to do things differently although we are limited in what we can and cannot do according to the charge given by the Board of Trustees. We need flexibility to get input from the campus.

Rubach said one of the two forums he attended was well represented. One idea worth mentioning was the suggestion to have a fourth Teaching Excellence Award based on mentorship.

Shared Governance and Communication Survey

Reese said Kurt Boniecki is analyzing the raw data. Julie Meaux and Donna Bowman are coding comments into qualitative data. Once these tasks are finished we will prepare a report and summary similar to what was issued last year.

Strategic Planning / Vision

Reese said the current Strategic Plan was created in 2010 under a very different administration and atmosphere and that going forward we are experiencing a diminished usefulness. Some pieces weren't developed. We need to identify our institutional distinctiveness and purpose. Those missing pieces call into question the validity of the document. It is more of an operational plan than of a true vision. One of the reasons we have had difficulty tying resources to the Strategic Plan is because no one wants to prioritize day to day operations.

Glenn said that whatever we do needs to include resources for facilities.

Bradley said we need more emphasis on the type of student we want to recruit.

Reese agreed and said we first need to identify our core purpose – why does UCA exist? It defines both faculty and students. Who we are has become less clear as time goes on and as we grow.

Bolter mentioned conflicting things have happened over the years that have made it hard to stay true to what/who we are as an institution. Bolter said we need to ask the students - *what do they hope to obtain from UCA?*

Ross said she hopes to be competitive in the job market and graduate school. She wants to be proud of having attended UCA.

Bolter said we have too many competing interests - are we a multi-versity or a university? We keep reallocating money away from our primary purpose which is to teach.

Reese agreed but how is that (teaching) different from every other institution in the state?

Bradley said we never know how much money we have. The state keeps cutting our funding. We're down from 60% to 30% over the last 30 years. We need to ask how we will sustain the university? Look at the economic condition of each student. The solution to our problem is more money. Who is going to pay for the new science building? More student fees? It may mean we need a different type of student.

Reese said that is why it's so important to focus on our vision and purpose.

Rubach said we will fund it with 3000 more students. Increase enrollment, retention and graduation.

Reese said there is no clear sense of purpose – we're all over the place.

Ross said we can poll the students on Orgsync and ask them how they believe UCA is different.

Glenn responded that we may not be unique in what we do really well. The goal shouldn't be to "be the only one".

Reese recommended reading the book, "Start with Why". There is also a Ted Talk on the book.

Osborne said there is an interactive online program around the book.

Other Business

Glenn announced news from the Higher Learning Commission. They endorsed the visiting team report but denied the request to move the next comprehensive visit, which is scheduled for 2016/17.

Bolter thanked Glenn for his fine job and incredibly importance work with HLC.

The meeting adjourned at 2:30 pm.

Next meeting: April 3, 2014 at 1:40 pm in Wingo Hall 315