

**Strategic Plan Committee – Refresh: Minutes (corrected 2/22/2020)**  
**Thursday, October 10, 2019**  
**3:30 p.m. Wingo 315**

**Attendees**

Jonathan Glenn, Brad Teague, Candice Barnes, Jen Talbot, Steven Shook, Kimberly Klotz, Syd Hayman, Riva Brown, Nancy Reese, Corinna Wesley, Monika Cunningham, Shelley Albritton, Michael Hargis, Patricia Poulter, Houston Davis

**Introductions of committee members**

**President Davis – Renewed the Strategic Plan Committee Charge**

The charge of the SPC is not to rewrite the strategic plan; rather, it is to revise and refresh certain parts of the Strategic Plan. The president reminded members of EAB's fall 2018 "listening tour" about UCA's Strategic Plan plan and the university's strategic opportunities. EAB visitors talked with several groups on campus. The president then met with the SPC in late Spring 2019 to introduce the idea of refreshing the Strategic Plan. This step will assist UCA to align with HLC work, the Capital Campaign, and campus-wide planning timelines and priorities.

The Strategic Plan includes a vision statement, a mission statement, a statement of core values, a brief statement about institutional distinctiveness, and the Strategic Plan goals.

- ♦ Vision statement will remain as is. It is reflective of the campus.
- ♦ Mission statement will remain as is. There is a commitment to the mission on this campus.
- ♦ Core Values will remain as they are. There is a firm commitment to these on this campus.
- ♦ In this strategic plan refresh, SPC will concentrate on B. Goals 1, 2, and 3. It was suggested that we consider removing Goal 4, since implementing the plan should be, simply, a given.
- ♦ Goal three is the emerging conversation about how we are positioning ourselves, our students, etc.
- ♦ There should be an accountability structure for Goals 1, 2, and 3.

In short, the SPC is charged with refreshing Goals 1, 2, and 3, including an accountability structure.

Next year and forward, the SPC starts the Grand Challenge Conversation which also speaks to Institutional Distinctiveness. The conversation around "Institutional Distinctiveness" raises several questions. We seem to be leaning into a conversation about what are those things that we are uniquely poised and prepared to take on in a long-term (decades?) matter: What are our "Grand Challenges"?

The president noted that there were two strategic plans in place when he arrived at UCA: the institutional one, and the one put out by the former SSRC.

Some discussion ensued about the likelihood of, upon conversations and campus engagement around Institutional Distinctiveness, we may indeed to revisit the vision. As a living document, "who we are" as an institution should, and will, arise during conversations.

**Timeline**

We have seven months, including campus feedback, in order to meet the Board of Trustees deadline of May 2020. (See timeline document in google drive.)

The refreshed Strategic Plan will extend through 2025.

## **Organization for Work**

There will be three subcommittees, one for each goal. Basic questions:

1. What's good with this goal?
2. What's missing with this goal? (Examples offered: (1) Institutional KPIs, referenced in Goal 1, are not updated and are tied to an old state funding model. (2) Goal #2 seems really to be about developing alumni relations, not about career opportunities, meaningful work readiness, etc.

### **Subcommittee #1**

Strategic Goal 1: Student Success – Chair Dr. Nancy Reese

### **Subcommittee #2**

Strategic Goal 2: Alumni Success – Chair Dr. Brad Teague

### **Subcommittee #3**

Strategic Goal 3: Smart Growth/Strategic Opportunities – Chair Dr. Michael Hargis

Strategic Plan Committee members were given a form to fill out, ranking the order of preference for serving on a subcommittee.

Subcommittees are encouraged to reach out to others on campus who have expertise in the particular area. For example, updating the KPI's are not within our sole purview, but they must align with the new Productivity Model for funding colleges and universities (or, at the very least, NOT align with a superseded funding formula). Therefore, this work must include Institutional Research and others. [Note: President Davis and Dr. Glenn will be meeting November 11 to determine our way forward with KPI updates. /jag] As another example, the Student Success subcommittee will want to include in its thinking the work of the newly reconstituted Council for Student Success.

## **Discussion**

We need to establish a monthly meeting of the large group. (A doodle poll will be sent out) March will likely be the month for campus feedback and listening opportunities. [Note: we have not been successful in identifying a time when all can meet. We will announce December, January, and February dates at our 11/08 meeting. /jag]

Dr. Don Betz, president emeritus of University of Central Oklahoma, is going to provide feedback on our work, but not be a consultant guiding our work.

## **Questions**

How does Carnegie Classification play into the Strategic Plan? Where do we include faculty and staff recruitment and retention?

Meeting adjourned at 4:15 p.m.