

Strategic Plan Committee – Minutes

Friday, November 8, 2019

3:00 p.m. Wingo Hall 315

Attendees:

Jonathan Glenn, Rose McGarrity, Jen Talbot, William Teeter, Corrina Wesley, Monika Cunningham, Shelly Albritton, Nancy Reese, Lesley Graybeal, Syd Hayman, Michael Hargis, Brad Teague, Patricia Poulter, and Suzanne Massey (NV)

Minutes:

The minutes from the October 10, 2019 meeting were considered and approved.

Subcommittee Updates:

Nancy Reese, chair of subcommittee one, reported that the committee is scheduled to meet next Friday, November 15.

Brad Teague, chair of subcommittee two, reported that the committee has met twice and has been very engaged developing a list of questions to update data in the plan.

Michael Hargis, chair of subcommittee three, reported that they have received the charge and are deconstructing their goal into essential elements.

The Anatomy of a Strategic Plan:

Jonathan Glenn provided terms that could help guide the work of the subcommittees:

- Suitable – to the values and mission
- Acceptable – can it be accepted in the community / organization?
- Measureable – is it worth measuring?
- Feasible – is it possible to do?
- Flexible – can it adapt to the little things that change each year without becoming obsolete?
- Motivating – not too hard, not too easy
- Understandable – it matters how we articulate

Discussion:

We need commitments by the people responsible for carrying out the goals.

Goal to goal links. The plan must link to our basic purpose and business operations.

Who are the accountability partners?

We need a way to fill in the blanks. It must be doable, but not too easy.

What are the markers or milestones?

We have to identify the right goal for the right metric.

Will we need to re-align strategic plans across campus to this new one after it is developed?

The grand challenge is “Educating Arkansas”. What does it mean to educate in your area?

To stay focused, we need to know *why*.

Centrality of purpose makes this a living document.

The meeting adjourned at 4:05 p.m.

Follow-up:

Suzanne Massey will send a poll to determine the best time to meet during finals week.