Minutes

Data and Time: Thursday, January 18th, 3 – 5 p.m.
Location: HFR 540

ATTENDEES PRESENT: Richard Beam, Dianne Lynch, Marilyn Chamberlin, Samantha Ross Strazanac, Kyle Carter, Holly Wilson, Bob Orr, Mike Stewart, Scott Higgins, Steve Henson, Ray Barclay and Melissa Wargo.

I. ANNOUNCEMENTS

II. DISCUSSION

1. PACE Initiative ................................................................. Mike

   Mike briefly reviewed the PACE Initiative with the group. The PACE is a review of the support function(s) of the university.

   They are working on analysis of major metric changes, considering 2 goals:
   
   • Make it electronic
   • Reduce signatures

   The PACE seeks to reduce inefficiencies. The commission is working on 17 big issues. They work on the effort to save money and also become more effective and efficient. For example, ratios of the number of people that serve in Finance or IT are very lean compared with the people that work in Enrollment Management Area which is pretty high. The PACE study has to explain how those ratios are the way they are. The PACE seeks different ways to save money.

   There’s a survey on the Provost’s website to document the inefficiencies on campus.

2. Proposed Accountability Plan and Core Measures ........................................ Melissa

   Melissa briefly highlighted the proposed accountability plan from UN C-GA. SPC members were asked to provide Melissa feedback and suggestions.

3. Update SWOT Analysis........................................................................ Ray & Melissa

   Steve was asked to briefly discuss his detailed feedback on the SWOT update. He noted that his approach uses a common business model. He highlighted macro-environmental and micro-environmental concerns. See his attached email. The biggest issues he sees fall into the following categories: 1. funding, 2. executive education, 3. endowment, and 4. faculty initiatives. Other schools consider them so that increases the differences between WCU and very good schools which have very innovative programs. Those schools perform better than we do
Melissa asked the group to then consider the updated SWOT based on the discussion of the small group of the previous SPC meeting. The group was asked to rank the SWOT items again. Melissa, Kyle and Ray will work on a final draft to be discussed at the next meeting.

**Discussion on the SWOT:**

Scott noted that one thing missing under Strengths is expertise. We do have some people that are very good at their professions and that we don’t self promote enough is a weakness.

Kyle noted that we need to modify the strength “the university has a competitive number of endowed chairs/faculty positions that have increased the institutions reputation” because we do have very competitive staff who are not endowed chairs. Some of the strengths are much more applicable in 5 years from now than in 30 years.

Steve said that instead of considering the millennial campus of the university as strength we should see it as an opportunity.

Everybody agreed that the biggest threat is the university’s poor image as academically weak.

Bob noted that so much focus on creating efficiency could be a huge cost for the university.

Kyle suggested we take a hard look at the threats analysis that Steve included in his Macro-environment report.

Steve noted that a major weakness is not having access to external funding from a strong endowment, sponsored research, executive education and external faculty programs. Good schools are strong in all four areas. WCU is not strong in any of them.

Bob said funding was a weakness and also an opportunity to ask for loans.

Scott observed that we really need to take seriously the external scanning. We don’t know who are competitors are. Ray concurred, but noted that we don’t have the vehicle for environmental scanning. External scanning committee and strategic planning committee are the most successful vehicles for environment scanning.

Melissa and Ray asked everyone again to rank the items on the SWOT. Before the next meeting, Melissa and Ray, with input from Kyle, will draft 5 to 8 priorities for funding.

III. NEXT STAFF MEETING

Thursday, February 1st, 3-5 pm. Location: UC Rogers Room.

Respectfully Submitted,

Rocio Sharpe