Data and Time : Thursday, February 15th, 3 – 5 p.m.
Location : UC Rogers Room


I. ANNOUNCEMENTS

II. DISCUSSION

1. SWOT Update ...........................................................................................................Ray & Melissa

Melissa made a change on the SWOT analysis based on the feedback that she received by email from Steve and Scott under weaknesses “insufficient funding from endowment, sponsored research, executive education, and other external sources”, moved to rank of 7. And “Inadequate planning and budgeting for ongoing activities/projects-our reach has exceeded our grasp” got ranked 6. And under threats, Scott has recommended that “Low SPA salaries relative to marketplace competition” be move to #4.

Chuck Wooten requested a change under weaknesses: ‘Lack of clarify in terms of vision for WCU’s role in providing educational services and infrastructure in Buncombe County not only in the city of Asheville.

Under threats #11 “Prevalent alcohol and drug abuse among students” Steve said that there’s a problem. with balancing alcohol and drug abuse with enforcement. Students resent our prohibition mentality yet continue to exhibit reckless behaviors.

Richard Beam said this place 20 years ago was the most rural university in the country. Thus, students from cities, like Charlotte and, people who are used to shopping center and different options to hang out felt there was little to do. The only thing to do is drink and party. So there’s a need to create entertainment district and opportunities for students.

Scott Higgins said that ASU provides a good model of connecting students to the University; we do have many nice facilities but they are not connected like at App. State.

Chuck Wooten said that the redevelopment of the central part of campus with the new recreation center will incorporate many retail and eating outlets like Starbuck. This entertainment area will be very lively.

2. Funding Priorities .....................................................................................................Ray & Melissa

Brand/Image:
Bob expressed concern that that is not totally a funding priority, rather it will entail a cultural shift on campus.

Melissa and Ray agreed that we must consider Brand/Image very seriously as a funding priority. Both stated that at their previous universities, the institutions spent a lot of money on image because they know that will work.

Chuck Wooten suggested we rank those priorities not based on the funds; rank them based on what we think are the university needs.

Bob Orr suggested to add under Infrastructure, specifically Teaching Technologies. “Infrastructure – WCU must address critical insufficiencies in basic technology, including teaching technologies, facilities and staff infrastructure”.

Results of the rank order will go forward to Executive Council Meeting next week.
Ray got the results, the attendees ranked the Top 5 priorities in the following order:

2. Information Technology.
3. Faculty Development.
4. SACS/QEP.
5. Investment Activities.

Everybody agreed to consider between 5 to 7 priorities and some of them need to be consolidated.

3. Future Activities ................................................................................................................. Kyle

Kyle: Our next task will be to do Environmental Scanning. We are 3 or 4 months behind in our cycle this year, thus, a lot of these activities will come out of sequence. Once we actually submit the budget we will make reports regarding to the way that we will spend the money. The next step will be to make suggestion and recommendations on budget allocations. Also, the effectiveness of those allocations should be considered in the next SWOT Analysis.

Kyle said that this committee might consider integrating activities that are not necessarily budget in nature, like cultural changes on campus such as promoting social activities on campus.

Kyle also noted that we need to develop institutional indicators of success; a quantity of 15 as maximum.

One of them could be enrollment versus budget ratios. Other ones are the SWOT Analysis, Budget Allocations, and Environmental Scanning.

Everybody agreed in considering Environmental Scanning as the next step. Kyle, Melissa and Ray will work on framing the concept of environmental scanning for the group, which needs to feed into the planning, and budgeting processes and we need to monitor it; one example as Steve mentioned, which is very important, is “to increase social opportunities”; that would be very powerful if the direction is set at that time. Monitoring and driving the planning process at the Department level all the way up to the Institutional level. Then we can put that information out and show people what we are going to do.

III. NEXT STAFF MEETING

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

Respectfully Submitted,

Rocio Sharpe