Minutes

Data and Time : Thursday, March 1st, 3 – 5 p.m.
Location : UC Rogers Room


I. ANNOUNCEMENTS

II. DISCUSSION

1. External Scanning ........................................................................................................... Ray

Ray presented an Environmental Scanning Framework.

Steve suggested adding the categories of: Macro environmental, Industry analysis, Industry competitions, channels and relationships. And he also suggested reorganizing the table of Macro environmental and adding the category of technology.

Each SPC member will be responsible for different categories:
Marilyn will be in charge of demographic and social.
Jeanine will be in charge of economic.
Scott will be in charge of health care.
Richard will be in charge of cultural.
Bob will be in charge of technology.
Diane and Ray will be in charge of education.
Jane will be asked to work on the environment category.
A represent to be named from Advancement will be asked to work on Political Leadership.
Steve, Samantha and Holly will be working on industry analysis and buyer behaviors (categories that are not included in the Microenvironment division)

Support in the scanning will come from: Ray and Melissa, library, GIS person that works in Planning Department, Pat Brown - Educational Outreach, Tom McClure - Office Regional Affairs, Chamber of Commerce, etc.

Melissa: for next time we will send guiding questions, bring some examples so we could be out of confusion and clarification.

2. Updated SWOT .............................................................................................................. Melissa

The Executive Council suggested a few changes to the SWOT Analysis,

Item # 1: Lack of a clear marketing brand/message inhibits enrollment and recruitment efforts.
Item # 2: Lack of success in addressing key enrollment, satisfaction and quality indices (i.e. graduation/retention).
Item # 5: Lack of off-campus social opportunities/venues for undergraduate students inhibits enrollment and increases attrition.
Another change that was made was item # 8 under Threats “Mandated reallocation of funding via the PACE study”, that used to be # 8 under opportunities. Accountability measures and how they implement them here.

Steve considers accountability under threat category not under opportunity at all. He thinks that is a very serious threat.

The committee agreed to consider it as both.

Richard B.: Accountability if it’s done right it could be a significant opportunity and if it’s done wrong it could be a threat.

There was some discussion that we not consider drug and alcohol abuse as a threat of just WCU because it’s a problem that any university has. But the SPC wants to reconsider alcohol and drug abuse as an emotional health issue.

Regarding the Funding Priorities, the Executive Council considered # 5: “Public/Private Partnerships – WCU must increase funding in public/private partnerships that are directly linked to future resources such as business initiatives in Millennial park, executive education, social infrastructure (hotels, restaurant, clubs, etc), and community engagement activities” as it was previously phrased a little confusing since they saw the term investment activities in a very narrow financial sense.

The feedback from the Executive Council was very good. Melissa emphasized to the group that Executive Council was very complimentary of their work. She also brought to the committee’s attention that there was some concern that we did not have adequate staff representation on the group. The suggestion was made to add the Chair of Staff Forum as a standing member of the SPC. The provost will make a formal invitation to that person before the next meeting.

Scott Higgins considered that under Funding Priorities there are 5 different categories
1) Brand/Image
2) Information Technology, Faculty development, and SACS/QEP
3) Public/Private Partnerships
4) Banner Implementation, SPA salaries and Infrastructure
5) Increase Operational Funds and College Reorganization.

Melissa noted that we do not need to reorder and collapse the 10 Funding Priorities that will be the job of Executive Council.

3. SPC annual calendar ........................................................................................................ Melissa

Melissa presented a draft calendar for the group to consider.

Kyle, Ray and Melissa will be in charge of preparing the Annual Report. During the spring and fall semesters they will be reviewing metrics, looking how we are doing in institutional performance and looking at the results of environmental scanning, put all the information together into an annual report.

In summary, the Annual Planning Cycle will be:
In the spring, they will be undertaking environmental scanning.
In the summer they will be doing support activities.
In the fall they will be working on the Operation Plan including the SWOT and Funding Priorities and giving those to the Executive Council.

Scott Higgins: We need to have coherence considering our job is to advise leadership to make informed budget decisions or anticipate those decisions.
III. NEXT STAFF MEETING

Thursday, March 15th, 3-5 pm. Location: HFR 540

Respectfully Submitted,

Rocio Sharpe