Minutes

Data and Time: Thursday, November 9th, 3 – 5 p.m.
Location: Catamount Room

ATTENDEES PRESENT: Richard Beam, Dianne Lynch, Marilyn Chamberlin, Samantha Ross Strazanac, Kyle Carter, Holly Wilson, Jane Dunford, Bob Orr, Mike Stewart and Melissa Wargo.

I. ANNOUNCEMENTS: Dr. Kyle Carter introduced Rocío Sharpe to the group.

II. DISCUSSION

1. The big Picture........................................................................................................ Kyle

Dr. Carter briefly reviewed some internal and external activities which will impact strategic planning over the next few years.

Internal Activities:

A) SACS - Southern Association for Colleges and Schools Accreditation. We will get the report of the Offsite Review in Atlanta in two weeks. We will ask Carol Burton to present a review to this Committee.

B) QEP - Focus will be on value added to students.

C) College Reorganization - Creation of two new colleges.
   a) Fine and Performing Arts.
   b) College of Health.

D) Millennial Initiative - Create health neighborhood.

E) Capital Campaign - Raise money to support scholarship for students and endowed professorships. New funds will come to the institution.

F) Imbalance between budget and enrollment. Enrollment projections fell short in 2006. WCU will need to make up that budget shortfall.

G) Banner – Full implementation of Banner continues.

External Activities:

A) PACE - President Bowles has commissioned a study that will identify ways to reduce.

B) Information Technology.

C) Mission Review

D) Graduation and Retention rates. Only 71% of the freshman students come back.
E) Good News
   a) Improving economy in North Carolina.
   b) New Political Climate.

2. Interactive Exercise on Organizational Effectiveness……………………………… Melissa

   Melissa facilitated a self assessment exercise with the group regarding WCU’s performance in the 7 dimensions of organizational effectiveness. The group identified three areas of concern; external focus; use of information and analysis and process effectiveness.

3. Summary of National Trends ………………………………………………… Melissa

   Melissa presented a summary of national trends in higher education focusing on the recent report by the Spellings Commissions. A copy of that presentation will be available on the Strategic Planning web site.

4. WCU’s Strategic Plan…………………………………………………………….. Kyle

   Kyle asked the group to review the Strategic Plan relative to the SWOT analysis that was completed last year. The committee will review areas of weakness and update the SWOT Analysis as new initiatives are implemented.

III. NEXT STAFF MEETING

   Thursday, November 30th, 3 – 5 p.m. Location: Cardinal Room.