Strategic Planning Committee

Minutes

Data and Time : Friday, November 30, 2008, 3-5p.m.
Location : UC Cardinal Room

ATTENDEES PRESENT :
Kyle Carter, Raymond Barclay, Richard Beam, Michael Dougherty, Scott Higgins, Marie Huff, Jeanine Newman, Bil Stahl, Marilyn Chamberlin, Samantha Strazanac, and Melissa Wargo,

ABSENT:
Dianne Lynch, Jason Coggins, Jed Tate, Sam Miller, Brad Sims, and Zeta Smith

DISCUSSION

SWOT Analysis

Melissa opened the discussion regarding the rankings of items from the SWOT Survey.
- **Strengths**: Ray suggested dropping ‘new leadership’; Melissa suggested wordsmithing two items (student access to faculty and recognition as an engaged institution) to highlight differences
- **Opportunities**: Bil recommended rewording one item (analytical reasoning, etc.) to highlight QEP’s potential and emphasize opportunity of global economy. Kyle suggested adding GA’s receptivity to branch campuses. Melissa suggested dropping two items: tuition rates of contiguous states and UNC tuition rate alterations.
- **Threats**: Ray felt the uneven reputation among stakeholders was more of a weakness; Ray suggested dropping loss of revenue from resident programs and potential reallocation of funding from the list of threats. Two items were combined: students’ lack of preparation and students with emotional & social support needs. Kyle suggested addition of rising gasoline costs as a financial threat. Samantha informed group of student residential costs going up by 3%.
- **Weaknesses**: Melissa suggested addition of lack of intentionality around diversity; Scott suggested addition of lack of financial support for adult students. Kyle recommended wordsmithing the lack of success in addressing enrollment and other indices to target the unsuccessful processes rather than the results: specifically the failure to retain and graduate students at acceptable rates. Ray suggested the lack of branding as a weakness which impacts student fit and retention. Customer service identified as an issue which suffers from inadequate staffing, inefficient processes, and lack of training.

Funding Priorities

The review of funding priorities ended with the suggestions to remove the items concerning SPA salaries and college reorganization, and to add merit aid for students, staffing, diversity, and exploration of CRM as priorities. The ‘banner implementation’ item should be expanded to cover additional critical business processes. The items regarding IT infrastructure and general infrastructure should be combined.
**Action Items**

Kyle, Ray, and Melissa will meet to review the recommended changes and craft the wording of the items; the final draft will be sent out via e-mail. Kyle will present the finalized documents to Executive Council in January.

**Next Meeting**

Friday, January 18, 3 – 5 p.m. Location: Cardinal Conference Room.