Strategic Planning Committee
Minutes

July 21, 2005
Belk 404
3:00 – 5:00 p.m.

Present: AJ Grube, Newt Smith, Kyle Carter, Beth Tyson Lofquist, Cindi Atterholt, Troy Barksdale, Jim Miller, Pat Brown, Sharon Jacques, Bill Haggard

3:00 – 3:05 Approval of minutes

- Motion was made and seconded to approve the minutes. Motion carried.

3:05 – 3:15 Explanation of timeline and updated working draft (AJ Grube)

- AJ explained the time line noting the change of moving the August 4th meeting to August 5th
- Working draft was distributed noting areas that need to be completed; brief definitions of strategic directions and strategic goals were shared to guide the committee’s thinking (definition provided in hand out). Newt has agreed to chair a subcommittee to critique the current mission statement and present proposal to the full committee at our next meeting.
- Representatives were present and posed questions concerning the QEP and how it relates to the Strategic Plan and the connection to current university initiatives.

3:15 – 3:45 Reports from subcommittees and discussion of vision statements

- Two of the three subcommittees submitted vision statements to be proposed. Subcommittee #3 will develop one with consideration of both statements and bring it to the full committee for consideration at our next meeting.
- Things to consider in developing the vision:
  - inclusion of improving the quality of life in western North Carolina
  - economic development
  - regional institution is being more broadly defined as becoming a new type of regional institution that improves quality of life, educational experiences, etc.
  - vision needs to be somewhat focused identifying directions for change
  - quality level of students and their experiences
  - parameters of our vision statement were determined as:
    - WCU aspires to be…..(include something concerning regional/economic development, quality student learning, quality of life; respecting the environment, catalyst for change and development).
3:45 – 4:50 Review and discussion of external scan document (Jim Miller)

- Jim Miller presented the external scan and requested feedback. The committee provided feedback on items that needed to be eliminated, reworded, or moved to the internal scan. Bill Haggard and Cindi Atterholt presented their proposed changes as the subcommittee responsible for reviewing the external scan. The full committee then responded with more feedback. Beth and AJ will incorporate the suggestions into the external scan document. Bill and Cindi will review the changed document.
- Use the terminology *threats and opportunities*—things beyond the immediate control of the institution.

4:50 – 5:00 Subcommittee assignments (AJ Grube)

- AJ distributed committee assignments as noted in the handout.

Announcement: We now have a live website where we will post our progress. Documents that are ready for campus review will be posted. Minutes will be posted.

**Next meeting will be July 28th, 3:00 – 5:00, Belk 404.**