Strategic Planning Committee
Minutes

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

- Members present: Elizabeth Vihnanek, Jeanine Newman, John Ritchie (for Bill Haggard), Duane Dunlap, AJ Grube, Kyle Carter, Newt Smith, Leila Tvedt

- Minutes were approved.

- Reports from subcommittees and discussion of reports:
  - Subcommittee #1 (external scan) – Jeanine Newman reported. The subcommittee will submit the final draft to AJ, concluding the subcommittee’s task.
  - Subcommittee #2 (internal scan) – No members of the subcommittee were present. AJ will ask Troy for the final document.
  - Subcommittee #5 (mission statement) – Newt distributed a handout and reviewed changes to the mission statement. Several changes were suggested. Newt will make the changes and report back next week.
  - Subcommittee #3 (vision statement) – No members of the subcommittee were present.
  - Subcommittee #4 (core values) – Duane Dunlap reported. After a brief discussion, the committee agreed to adopt the document distributed by Duane.

- The committee brainstormed strategic directions. The following words/phrases emerged:
  - Encourage engagement (service) of faculty/staff/students in the region
  - Promote sustainable economic development
  - Broaden distance education
  - Broaden access to educational programs
  - Athletics/student life – maintain balance between these and academics
  - Continue to enhance the university’s reputation/quality
    - Goals: Athletics
    - Fine & Performing Arts
    - Academics
    - Marketing
    - Branding
    - Increase awareness
  - Enrollment growth
  - Engagement: service learning
Diversity of faculty/staff/students (international)

- Sponsored research:
  - Increase level of scholarship and research
  - Professional development
  - Fundraising/advancement

- Personal development: ethical, professional, honest, civility, wellness

- Technology
- Assessment/accountability
- Competitive salaries and benefits
- Stewardship of natural resources
- Preserving natural resources despite growth
- Responsive curriculum change
- Responsive to change: curriculum, technology, distance education
- Global perspective/understanding/diversity

Two subcommittees will review this list and report back to the full committee next week with a condensed list of approximately 5 strategic directions.

- AJ Grube distributed a list of subcommittee assignments.

Next meeting will be Thursday, August 11, 3:00-5:00 p.m., Belk 404.