Strategic Planning Committee
Minutes
August 11, 2005


Committee unanimously voted to have a party in August to celebrate our hard summer work—at Kyle’s expense of course—He said “we can do that”.

- 3:00 – 3:05 Approval of minutes
  - Minutes were unanimously approved.

- 3:05 – 4:00 Reports from subcommittees and discussion of reports
  - Subcommittee #3 (vision statement and core values):
    - Vision statement and core values were distributed—5 core values and a proposed vision statement.
    - Discussion noted that the proposed core values were reflected in the draft of core values.
    - Discussion noted the proposed vision statement from this subcommittee could be added to the drafted one such as:
      Western Carolina University will prepare individuals to seek and apply knowledge, creativity, and ethical values that enhance the lives of others through educational, cultural and sustainable development.

  - Subcommittee #5 (mission statement): Subcommittee will make a report next week.

  - Subcommittee #1 (strategic directions): Subcommittee proposed the following six terms for strategic directions:
    - Enrollment growth
    - Engagement
    - Distance education
    - Diversity
    - Stewardship
    - Enhance reputation and image

  - Subcommittee #2 (strategic directions): Subcommittee proposed the following strategic directions:
    - Broadened access to educational programs
    - Assessment and accountability
• 4:00 – 4:25  Discussion / development of list of strategic directions

The committee developed the following list of strategic directions:

1. Expand enrollment and broaden educational outreach.
   o Enhance Reputation and Image (goal).
2. Economic development in the region
3. Engage the academic community in discovery and service with external constituencies.
4. Expand scholarship and research activities.
   • Increase sponsored research (goal).
5. Improve diversity.
6. Improve the quality of support services
7. Maximize funding opportunities.
   • Increase external funding.
   • Reduce reliance on state funding.
   • Legislative liaison
8. Enhance academic quality.
   • Increase interdisciplinary collaboration.
9. Manage growth responsibly, respecting the culture and the environment.
   • With leadership and active involvement
   • Legislative
10. Respond to societal changes through programs and services in a timely manner
    • Innovations
    • Services
    • Needs of society

• 4:55 – 5:00  Subcommittee assignments (AJ Grube)

• Subcommittee #1 – Review strategic directions 1-3 and brainstorm strategic goals.
• Subcommittee #2 – Review strategic directions 4-5 and brainstorm strategic goals.
• Subcommittee #3 – Review strategic directions 6-8 and brainstorm strategic goals.
• Subcommittee #4 – Review strategic directions 9-10 and brainstorm strategic goals.
• Subcommittee #5 – Review vision statement.

Kyle submitted a drafted mission statement for consideration.

Next meeting will be August 18th, 3:00 – 5:00, Belk 404.