

University Strategic Planning Group

M. Johnson, S. Herbert, Erin Ahern (21), B. Brossmann, L. Brown Cornelius, T. Bruce, J. Burke, R. Day, J. Dillon, R. Drenovsky, E. Eickhoff, T. Galvin Green, B. Gunzenhauser, J. Krukones, P. Kvidera, S. Levenson, K. Malone, M. Marsilli, M. Martin, M. McCarthy, A. Miciak, M. Millet, M. Morgan, P. Mullane, M. O'Connor, E. Peck, J. Rick, D. Riley, B. Saxton, W. Simmons, A. Skurka, L. Strimkovsky, J. Sully, D. Vitatoc

University Strategic Planning Group
Thursday, September 10, 2020
Zoom Meeting

Draft Minutes

In attendance: M. Johnson, S. Herbert, B. Brossmann, L. Brown Cornelius, T. Bruce, J. Burke, R. Day, J. Dillon, R. Drenovsky, E. Eickhoff, T. Galvin Green, B. Gunzenhauser, J. Krukones, S. Levenson, K. Malone, M. Marsilli, M. Martin, M. McCarthy, A. Miciak, M. Millet, M. Morgan, P. Mullane, M. O'Connor, E. Peck, J. Rick, B. Saxton, A. Skurka, L. Strimkovsky, J. Sully, D. Vitatoc

T. Bruce welcomed the members and opened the meeting with a poem. He noted minor adjustments will be made to the shared agenda.

B. Saxton made a motion to accept the minutes of the April 30, 2020 meeting as presented, seconded by J. Krukones. Minutes were approved.

In presenting an update on the Strategic Plan, M. Johnson stated that it was the task of the USPG to manage and make sure we are on track as we are implementing the Strategic Plan. Because of Covid-19, the Board agreed to wait until fall to approve the Strategic Plan. It is now ready to hand back from the President and SLT to the USPG to arrange community listening sessions over the course of the Fall semester, with the plan to then send the Plan to the Board for approval in December. Some items from the Plan have already been implemented, in the areas of the Grad School, Marketing, Enrollment, and phase two of the student-related project in the Lombardo Center. M. Johnson also noted that Board Chair, B. Donnelly, reminded that we shouldn't take attention away from what we have done well in the last plan – including academic quality and measuring demonstrated improvement. M. Johnson reiterated that we need to keep doing what we have been doing well, while adding new programs to attract undergrad and grad students, in order to position the revenue generating portion of the Plan into place.

M. Johnson noted that K. Malone, Liaison to the President's Office, has the Strategic Plan document ready, but we need a process to share it with the community. It is a confidential version that we do not want widely distributed on the broader internet, as it contains up front information (statement of why we needed to make changes, challenges we face, details of Eduvantis research, etc.) M. Johnson reported that the draft is 34 pages long, and contains much context that brings you along the process and shares research, including programs to invest in. This information is for us to digest and get feedback on, and to ultimately determine what the 3-page public-facing report will look like. M. Johnson mentioned that K. Malone, along with M. Scanlan, can assist with getting the feedback incorporated into the Plan. M. Johnson also noted we are looking for a good title for the Plan

In discussing the best way to post the Strategic Plan draft, T. Bruce noted the document could be posted on the Faculty/Staff share drive, with language stipulating clear expectations regarding confidentiality.

T. Bruce discussed the different methods used in the past to gather feedback from the community, including SWOT analyses, community meetings utilizing heterogeneous-staffed round table discussions, surveys and web forms. He asked the USPG members to think about how they want to gather information, whether tightly or loosely structured. He also noted that we recently received the results of the Great Colleges to Work For and National Survey of Student Engagement (NSSE) surveys, and are starting to share this information and talk through how these results work into the Strategic Plan.

In discussing methods for feedback, M. McCarthy asked if it would be helpful to reinstate the Strategic Plan teams, as these groups were involved in drafting sections and could provide insight and assist in conversations. S. Herbert noted it might be helpful to ask each department area to read and discuss the plan and capture their area's thoughts. J. Rick noted the importance of having structure to the meetings and questions. E. Eickhoff inquired about including furloughed staff.

T. Bruce noted that this is the beginning of the community input into the Plan. E. Peck reiterated that it is important to clarify there will be ongoing development of tactics, and additional opportunity to be involved and give voice. M. Johnson noted that this is another area in which the USPG can assist the University in staying flexible to other opportunities as they arise.

T. Bruce stated he would take these suggestions and draft a plan for gathering community feedback, and share it on the USPG google drive for comments before the next meeting. S. Herbert suggested to also have a draft of a limited number of questions, the more targeted the better.

T. Bruce asked the group to also think about the USPG membership for discussion at the next meeting, pointing out that the USPG comprises VP's and direct reports structurally, but does not include all direct reports. We need to check to see if we are missing any roles, and what functions may not be represented. S. Herbert explained that this group is meant to be as representative of the University as possible, which allows critical work to be divided into subgroups, and assists with communicating broadly; he sees no problem with adding additional voices. It was pointed out that Staff Council has asked for additional representatives, and that there is a need for undergrad and grad student representation. T. Bruce noted he will post membership information on the USPG share drive for discussion at the next meeting.

Respectfully submitted,
Barbara Lovequist