

Strategic Planning Steering Committee Agenda
DRAFT NOTES
Meeting #11
December 12, 2019
Sunset Room - Klamath Falls College Union
Room 225 - Portland Metro Campus
2:00 pm - 5:00 pm

Attendees:

Steve Addison (via skype)	Amber Lancaster (via skype)	Tony Richey
Mandi Clark	Ginny Lang (via skype)	Di Saunders
John Davis	Justin Laughlin (via skype)	Lindy Stewart (via skype)
Sandra Fox	Roger Lindgren	Farooq Sultan
Suzanne Hopper (via skype)	Joel McPherson	Chitra Venugopal (via skype)
Erik Johnson	Joanna Mott	Wakaya Wells
Jack Kegg	Dr. Naganathan	

Unable to Attend:

Aja Bettencourt-McCarthy	Joyce Hollander-Rodriguez	Alan Polaski
Jessyca Chosy	Jennifer Kass	Ken Vandehey
Anna Clark	Tom Keyser	
Kathleen Hill	Bobbi Kowash	

Recap and review

Ginny reviewed the goals for today's meeting: to agree on the questions and format for focus group follow-up survey, and to develop message points to use during focus group meetings. Dr. Nagi reviewed the letter he and co-chair Tom Keyser sent out with the draft strategic planning document to campus community and the few comments he received.

Focus groups – Brainstorming

Lindy noted that she is scheduled to present to a group and that Jennifer has a meeting scheduled for mid-December with student services. Discussion about holding less-formal meetings and sessions during off hours to ensure faculty, staff, and students on all campuses have an opportunity to participate. The length of the focus group meeting will depend on each group.

Advice is to keep the meeting/key message sheet as short as possible; subheads with a sentence or two, bullets and FAQ formats all work. Suggestions of things to include on the sheet:

- reminder of what a strategic plan is, its importance and goal, and how it will be adopted
- explanation of how this plan is different from previous strategic plans
- the process and timeline including the use of subgroups
- where we are right now and what the next steps are
- an explanation that this is a first draft – it is a work in progress, an iterative process
- the committee members to show the cross-section of people who are involved (why people were chosen – diversity, representation, varying view points)
- why the plan matters to each constituency and how it benefits (affects?) or might benefit (affect?) them
- explain terminology, e.g. pillars and goals versus goals and objectives
- identify the topics where there has been a lot of discussion – such as accountability and where feedback might be especially useful

- how are we going to make this happen – converting ideas into action (the plan for the plan) and what that means for individuals (how does it affect me?)
- accountability of how progress will be tracked so it can carry through any transitions in leadership
- encourage feedback on Qualtrics form
- acknowledgement that the mission and vision were approved at board level and HECC
- statement that committee members are there to facilitate and listen not sell and defend
- note that this is a 5-year plan – 2020-2025
- data requests will be made once this round of feedback is collected, to create measurable objectives (next steps)
- ask if the plan is inspirational and if not, what could be added to make it so
- ask people to think about how they can use this information – how they can make the goals tangible objectives for themselves

Discussion and suggestions on content and format of the draft feedback survey:

- Consensus that questions can be optional to complete – not required
- Show a progress bar of how long the survey is and where the responder is at.
- A note to let the responder know how long it should take to complete the survey
- Move the affiliation questions to the end of the survey
- Change “affiliation” to “primary affiliation”
- Allow responder to see a summary of their responses at the end of the survey and allow them to make changes
- It is a very long survey. Combine questions with stacked answers to shorten the survey

Consensus to have various ways to obtain feedback and information:

- send out a link to the survey with the draft plan as soon as it’s ready to faculty, staff and students
- create a general feedback/comment option on the strategic plan webpage
- provide blank comment forms to the focus groups if participants want to write their thoughts

Discussion on how to obtain feedback from students including providing incentives.

The Draft – Strategic Framework/Pillars – what needs work?

Members are excited to hear what others think about the plan. Things that SPSC may want to consider at a later date, or be prepared to hear at focus group meetings:

- Where is strategic enrollment addressed?
- Pillar 4 could benefit from an inspirational statement – commitment to community
- What are the financial implications of these goals?
- Where is the data? (anticipated when measurable objectives are created)
- Where are the numerical metrics especially as they relate to student achievement based on NWCCU changes in accreditation.
- Pillar 1 goal 1: seems there are three different objectives that could be condensed or rolled into 2 (related to student support).
- Goal 14: need to mention academic partnerships with other institutions.
- Commitment to innovation goals 11, 12, 13 seem to be problematic; could use an entrepreneurial mindset. Could combine or rethink those three goals.
- How are all campuses addressed? Important to note we are one university with multiple locations and the strategic plan is a high-level document

- Pillar 1, 1.5 should “students of color” be changed to “under-represented students”? HECC looks at the following student classifications: rural, veterans, low-income, and under-represented. Should explain the reasons we are using specific terms in the glossary

Next Steps

Dates for 2020 SPSC meetings and all campus meetings were set:

- January 29
- February 12 (dependent on progress made on January 29 meeting)
- February 20
- March 10 (all campus forum during campus hour)
- March 11 (all campus forum to accommodate those unable to attend prior day)
- March 18

Members are to schedule focus groups for December and January.

The President’s office will help with survey forms, room availability, coordinating and advertising all campus meetings, keeping track of scheduled presentations, and collating survey responses.

Dr. Nagi and Tom Keyser will review the draft plan with Senior Leadership and Executive Staff soon.

A monthly progress report to campus from co-chairs will be considered. Discussion will continue on how to best present survey responses and comments to the committee.

Meeting adjourned at 4:30pm.