

Strategic Planning Board  
Meeting #1 PSC 341, Macon Campus  
Thursday December 11, 2014

Present– Ms. Jeanette Arrington, Ms. Tina Ashford, Dr. Patrick Brennan, Ms. Christie Canady, Dr. Becky Corvey, Mr. Roger Dixon, Dr. Darryl Hancock, Dr. Vicki Luther, Dr. Benita Muth, Dr. Anthony Patti, Dr. Sheri Rowland, Mr. Ed Steigerwald, Dr. Mary Wearn, Dr. Matt Zimmerman

Absent – Dr. Jennifer Brannon, Mr. David Lanier, Ms. Nancy ~~new chair~~. Dr. Vicki Luther was nominated and was unanimously elected as the new Strategic Planning Board Chair.

Dr. Blake charged Dr.

Ven to oversee the development of a new three year Strategic Plan as we move toward university status. Dr. Blake also requested a Strategic Plan Report summarizing the Strategic Planning Board's review of the fiscal year 2014 strategic assessment reports. Dr. Venn noted that a member of the board needed to write the report with the assistance of Dr. Wearn. Dr. Benita Muth was unanimously selected to write the report for the President.

Dr. Venn noted that during our merger last year, the college used the USG Strategic Imperatives with action items specific to Middle Georgia State College to guide the newly merged college. Dr. Blake would like to develop a new Strategic Plan for Middle Georgia State College with our own unique vision throughout the plan. The Strategic Planning Team was created to develop the three year plan. The Strategic Planning Team has drafted five mission statements to be narrowed to three choices for the cabinet and campus community to review in January. The new Strategic Plan will identify new strategic imperatives which will be presented in April, when the Strategic Planning Board will reconvene. Dr. Venn has asked for strategic plan key points from unit heads to begin the creation of new imperatives.

The college is currently facing a bit of uncertainty, as we are unsure of our imminent change to state university status. Therefore the creation of a new Strategic Plan will be a bit more challenging. Dr. Blake noted to the Faculty Senate that the college hopes to receive information about our status change by February or March 2015.

Following the introduction to the new Strategic Plan creation timeline, Dr. Wearn suggested that the name of the Strategic Planning Team be changed to clarify the difference between the Strategic Planning Board and the Strategic Planning Team. The Board agreed that confusion would be reduced by creating a new, unique name for the Strategic Planning Team. Dr. Venn will oversee this change.

Each board member was then given a folder containing copies of the "Strategic Plan Action Items FY14 Assessment Reports" received from the college units. Dr. Venn noted that Institutional Advancement was the

only unit yet to begin creation of an action item report, as goals for this unit are under development. The primary goal of Institutional Advancement will be creation of partnerships with the community. Action item reports from other units were either in the received folders or were in progress and will be received by board members via email.

Dr. Venn noted that the Assessment Reports included Strategic Imperative Action Plans, End of Year Assessment and New Cycle Templates for individual college units. Representatives of the college units were asked to review their action items, address year end assessment and introduce upcoming action items. Highlights of these discussions included:

- 1) Mr. Roger Dixon provided the summary for the Office of Technology Resources. He discussed the implementation of Degree Works as our primary advising tool and noted recent campuswide training for this new advising technology. Mr. Dixon also noted that the college was seeking better content delivery tools for courses and that bandwidth was being increased for our campuses to enhance content delivery. Mr. Dixon then reviewed his unit's three year plan which included resources for Media, Culture and the Arts to enhance coursework for students interested in the growing film industry in Georgia.
- 2) Dr. Venn presented the Fiscal Affairs summary. Highlights of action plans were given including: increasing awareness of the installment plan for tuition payment, analysis of current external partnerships and review of space utilization on all campuses. Dr. Venn noted that a new budget model was coming in January with priority budgeting for all campus units. In the future, units will be required to tie budget requests to the Strategic Plan for priority budgeting.
- 3) The Student Affairs review was also presented by Dr. Venn. Academic monitoring of student athletes to provide intervention during the semester was very successful in retention of students. Living communities will need greater funding in the future for growth. Newly purchased StarRez software will provide students with a single site for meal plan acquisition and housing assignments.
- 4) Dr. Sherri Rowland presented the Strategic Plan for enrollment management. The early admission campaign did not meet its goal last year due to promotional delays but is expected to be highly successful this coming year. Dr. Venn noted that November was free application to college month and that many students used this opportunity to apply to Middle Georgia State College. Dr. Rowland noted that analysis of this applicant pool is incomplete, yet it will be interesting to see the number of acceptances from this group of students. Dr. Rowland also mentioned Quest Days, the new Enrollment Call Center and Blackboard Connect Enrollment Alerts as tools to increase enrollment at this time. Software upgrades and staff training at state and national conferences will enhance unit efficiency and customer service.
- 5) Dr. Venn then concluded the Assessment Reviews with the report for Academic Affairs. The number of awarded degrees have been reviewed, and many associate's degrees have been eliminated due to low enrollment. A Center for Teaching Innovation has been developed and offers training sessions for faculty as well as support for multi-campus course technology. Freshman/Sophomore college increased student retention rates. Many community partnerships are ongoing and additional partnerships are in progress. Academic Affairs has funded many systems for data analysis to guide decisions as the college moves toward state university status. No new action plans were added for this unit due to the upcoming SAC Sisit in March and the Quality Enhancement Plan development for state university status.

At the end of the fiscal year 2014 Action Items Assessment Report review, Dr. Venn asked that board members to forward comments and suggestions to Dr. Muth for creation of the Strategic Plan Report. Dr. Venn reiterated that additional Strategic Plan Reports will be sent to