Jacksonville State University
Strategic Planning Committee Minutes
Wednesday, June 24, 2009
3:00 p.m. Houston Cole Library Room 1103C

Present
Greg Bonds for Oval Jaynes
Joe Delap
Tim Garner
Beth Hembree
Kevin Hoult
Tim King
Dan Krejci
Joe Serviss
Alicia Simmons
Rebecca Turner
Earl Wade
Bryant Whaley
Lisa Williams

Absent
Clint Carlson
Louise Clark
Brent Cunningham
Bill Fielding
Frank King
Suzanne LaRocca

Call To Order – Dr. Alicia Simmons
The meeting was called to order by Dr. Alicia Simmons, chair. Minutes from the March 25, 2009 meeting were reviewed. A motion to accept the minutes was made by Dr. Dan Krejci and seconded by Dean Earl Wade. The minutes were approved unanimously.

Old Business
As an update to the budget recommendations developed by the Strategic Planning Committee, Dr. Simmons reported that the following recommendations were funded or approved by the JSU Budget Committee:

1) Honors Program/Study Abroad Scholarships- $157,300 ($150,000 for the Honors Program & $7,300 from the JSU Foundation for Study Abroad Scholarships)
2) Online Orientation System- $200,000 (funded through Federal appropriations)
3) Raises for Full-time, adjuncts, and step employees- $1.8 million (2.5% across the board raise approved by Budget Committee and adjunct faculty raises approved. Step increases were not approved.)
4) Building student housing- $28,000,000
5) Transportation system- $1,159,000

Additional old business included the efforts of the Office of Institutional Research and Assessment (OIRA) to implement the recommendations of the Reporting Subcommittee to integrate Strategic Plan reporting into PRISM. Dr. Simmons reported that the initial approach included giving all administrators access to the PRISM Strategic Plan report, but there were issues with the application handling multiple users at one time. The next approach was to link Strategic Plan action items to PRISM plan objectives comparable to how University Goals are linked to departmental goals in PRISM. Dr. Tim King and Dean Lisa Williams attempted to cross-walk their college and division PRISM plans with the Strategic Plan and found it unwieldy. Dr. Simmons made the recommendation that the annual Strategic Plan Report adopt the mechanism used to develop the annual ACHE Trustees Report. This report will be created in MS Word and circulated via e-mail. Since the Institutional Effectiveness subcommittee responsible for the
Trustee’s Report continues to exist, they will be asked to develop the new Trustees’ Annual Strategic Plan Report. The Strategic Planning Committee unanimously agreed to this approach.

Other old business included the plans to develop a multi-media presentation for the August Faculty and Staff Convocation.

**Strategic Plan Initiative Progress Reports**

Mr. Tim Garner, Executive Director of the Marketing and Communications Department, provided an overview of the successes of this department over the past year. Development of a marketing plan, advertising campaign, billboard campaign, Office of Public Relations, and movement toward more online media were the main themes of the presentation. New initiatives, such as a new recruiting video, a virtual tour funded by the Beyond Boundaries funds and marketing logos for the University’s new transportation system, were presented as well.

Associate Dean of the College of Arts and Sciences addressed the committee on the expansion of the honors program. She reported that Dr. Steve Whitton is leading this initiative by developing guidelines, activities and plans to engage 8 honors elite students in fall 2009. These scholars will receive full tuition, housing, meals, books, and the opportunity to participate in honors courses and seminars. Beginning in May 2010, the Study Abroad Scholarships will also be available to Honors Students. Ms. Williams reported that there is addition outreach to other high achieving students on campus as well. Letters were sent to students encouraging them to take honors courses, resulting in an increased enrollment in these courses. The Newsome House is serving as the Honors Program headquarters and Dr. Whitton is engaging students and faculty in the continuous development of this program.

**New Graduation Data**

Dr. Simmons presented two new reports on the graduation rates of Full-Time First-Time Freshmen with ACT scores from the 2002 cohort. These reports, grouping students by ACT score, indicated the persistence rates for 6 years, the 6-year graduation rates, average GPAs and average credit hours taken. See attached.

**Positioning the University**

Dr. Simmons also provided the Committee with an Executive Summary from The College of 2020, published in the Chronicle of Higher Education. The article focuses on the need for student convenience (i.e., online courses and 3 year degree programs) and value. It also suggests that universities will consist of primarily minorities in the near future.

The Committee discussed positioning the University. Engaging students on campus was a major theme. Recreational facilities, more student activities and a customer-service attitude were highlighted as needs. It was agreed among the attendees that a “Where You’re Going” campaign, in keeping with the advertising campaign would be implemented at the August Faculty and Staff meeting, complete with buttons and integration of the theme throughout the program. Tim Garner, Tim King and Alicia Simmons will work on the campaign.

The next meeting is September 16, 2009 at 3:00 pm.

Respectfully submitted by Dr. Alicia Simmons, chair.