Jacksonville State University
Strategic Planning Committee Minutes
Wednesday, December 12, 2012
3:00 p.m. Gold Room, Bibb Graves Hall

Present
William A. Meehan, Chair
Alicia Simmons, Chair
Tony Bennett
Clint Carlson
Louise Clark
Joe Delap
Donnie Ford
Andy Green
Kevin Hoult
Vinson Houston
Charles Lewis
Nancy Mellen
Jodi Poe
Christie Shelton
Jason Sumner
Becca Turner
Lisa Williams

Absent
Bill Fielding
Tim Garner
John Hammett
Tim King
Warren Koegel
Rebecca Turner
Tommy Turner
Earl Wade

Call To Order
The meeting was called to order by Dr. Simmons.

Minutes of Last Meeting
The minutes from the October 17, 2012 meeting were reviewed, with a motion to accept from Mr. Andy Green and the motion seconded by Ms. Nancy Mellen.

CRM System
Mr. Vinson Houston, VP of Information Technology, provided an update from the last meetings’ CRM discussion. His recommendations include purchasing Recruiter CRM during the 1st quarter of 2013, to assign IT to manage the implementation of the project, with the Associate VP for Enrollment Management and Student affairs as the lead administrator. Mr. Houston also recommended that the Enrollment Management Committee should take responsibility for setting performance metrics prior to the purchase of the CRM and that weekly progress reports be given to the President upon CRM installation. Upfront costs are anticipated to be $250,000 with recurring costs of $45,000 a year.

Mr. Andy Green, Director of Enrollment Management, suggested that the system would need to be purchased in January for it to impact Fall 2014 enrollment.

SACSCOC Reaffirmation
Dr. Meehan reported from the SACSCOC Annual Meeting in Dallas earlier this week. He emphasized how important the SACS reaffirmation process is, emphasizing that several institutions were placed on probation, including the University of Virginia.
**Next Meeting**
The Planning Subcommittee was asked to provide recommendations regarding adding a ninth strategy to the strategic plan focused on *Research and Collaborative Activities* that would be supported by initiatives from the JSU Institute for Research and Collaboration, which was established as a result of the last strategic plan and goal 3, Increase student and faculty participation in research and service activities. Subcommittee members include: Louise Clark, Chair; Jodi Poe, Nancy Mellen, Joe Delap, and Tony Bennett

The Budget Subcommittee will provide budget priorities related to strategic plan implementation. Subcommittee members include: Clint Carlson, Chair; Becky Turner, Charles Lewis, Vinson Houston, Warren Koegel.

Mr. Kevin Hoult will provide an update for Strategy 3: Improve the Campus Environment and Ms. Becca Turner will provide an update for Strategy 5: Ensure Student Job Readiness.

The next meeting will be March 20, 2013 at 3pm in the Gold Room.

Dr. Simmons adjourned the meeting.