

Jacksonville State University

Strategic Planning Committee Minutes

Wednesday, March 26, 2011
3:00 p.m. Bibb Graves Hall, Gold Room

Present

Dr. William A. Meehan, Chair
Alicia Simmons, Co-Chair
Jordan Barkley
Clint Carlson
William Carr
Louise Clark
Joe Delap
Charles Dixon
Mark Jones
Tim Garner
Tim King
John Hammett
Vinson Houston
Oval Jaynes
Frank King
Jodi Poe
Lisa Williams

Absent

Bill Fielding
Brent Cunningham
Melanie Delap
Kevin Hault
Nancy Mellen
Christie Shelton
Rebecca Turner
Earl Wade

Call To Order – Dr. Simmons

The meeting was called to order by the President who also welcomed the attendees. The committee approved the minutes from February 23, 2011.

Reports- Review of Accomplishments

Dr. Simmons led a review of Committee accomplishments thus far, including definition of the primary purposes of JSU, the primary learners as students, faculty and staff and identification of the forces that need to be addressed externally and internally. The Committee also identified learning centered themes, developed draft definitions of the learning centered university, learning centered core values, and vision statement.

Dr. Joe Delap then presented the draft mission statement developed by the Mission Work Group. After brief discussion, the Committee accepted the mission statement as presented.

Mr. Clint Carlson presented a report from the Change Readiness Work Group that included recommendations to use the following guidelines in developing strategies to help address barriers to change implementation: Strategy definition, structure, processes, rewards and people. The Work Group also recommended defining the new structure for Academic Council and its role in developing policies, and developing a communications plan that would address how information is communicated across the campus.

Survey to JSU Community

Committee members reviewed the draft survey to be sent out electronically to faculty, staff, students and alumni. Several recommended edits were made before the committee approved the survey. It is scheduled to be available March 28 – April 8, 2011. In the meantime, Alumni Services and Public Relations will put out teasers to let all know that the survey is coming.

Competitive Advantage Survey Review

An online survey addressing areas of competitive advantage was administered to the Strategic Planning Committee members in March 2011. Seventeen members responded to the survey. The Committee reviewed the survey results. Of particular importance were the questions that addressed what JSU currently does better than its competitors and what JSU should do better than its competitors. After reviewing the summary of the later question it was decided that six areas relating to what we should do better than our competitors would provide the initial strategies represented in the new strategic plan. They are:

1. Employ new methodologies and technologies in the classroom
2. Expand quality online programs and services
3. Improve the residential campus
4. Provide a one stop shop for student services
5. Ensure student job readiness
6. Recruit and retain qualified students

It was agreed that the change model recommended by the Change Readiness Work Group would be applied to each of these strategies. Strategy Team Leaders will be asked to lead multi-disciplinary teams that will develop the strategies and address the structures, processes, rewards and people necessary to implement the strategy. Dr. Simmons will recruit and meet with Strategy Team Leaders prior to the next meeting.

Next Steps

The next meeting will be March 20, 2011. The survey will be administered through April 8, 2011. Strategy Team Leaders will meet with Dr. Simmons.

Adjourn

Respectfully submitted by Dr. Alicia Simmons