

Jacksonville State University

Strategic Planning Committee Minutes

Wednesday, March 21, 2012
Bibb Graves Hall, Room 203

Present

Dr. William A. Meehan, Chair
Alicia Simmons, Chair
Clint Carlson
William Carr
Louise Clark
Joe Delap
Bill Fielding
Donnie Ford
John Hammett
Kevin Hoult
Vinson Houston
Frank King
Tim King
Charles Lewis
Christie Shelton
Rebecca Turner
Tommy Turner
Earl Wade
Lisa Williams

Absent

Tony Bennett
Tim Garner
Andy Green
Tory Green
Ariah Jackson
Warren Koegel
Dan Krejci
Jodie Poe
Becca Turner
Bryant Whaley

Guest

Jean Pugliese

Call To Order

The meeting was called to order by Dr. Simmons.

Minutes of Last Meeting

The minutes of the October 26, 2011 meeting and the January 25, 2012 meeting were accepted by Dr. Louise Clark and the motion to accept the minutes was seconded by Dr. Bill Fielding.

Progress to Date for Strategy 7: Recruit and retain qualified graduate students and streamline the graduate admissions process.

Dr. Louise Clark, team member of the strategy 7 team, provided a report to the committee on the status of recruiting qualified graduate students and streamlining admissions. The presentation included recommendations to:

- Establish application/admission deadlines. Suggested admission deadlines are July 1st for Fall, November 1st for Spring and April 1st for Summer with exceptions for MS in Psychology, MFA in Visual Communications and Graphic Design, and DSc in Emergency Management.
- Identify graduate programs where impediments to admission/retention exist due to unnecessary or redundant curricular requirements, resulting in a competitive disadvantage; and
- Develop a marketing plan to improve the visibility of online and traditional graduate program websites and the online version of the graduate bulletin. A two-day graduate student recruitment workshop is currently scheduled for April 10-11, 2012.

The committee discussed additional ideas under consideration including holding an open house for graduate programs, considering weekend classes and possible new programs (Public Health, Rehab, MSW, Higher Ed) as well as scholarships and other assistance sources.

The committee also discussed streamlining the process for an applicant to check their status on Banner/my.jsu. Possible solutions included streamlining external/internal communication between the Bursar, Financial Aid and the Registrar and the need for a common knowledge base and common training across departments.

The committee also discussed the possibility of a one-stop shop to avoid a potential/current student with multiple questions from being transferred from department to department. Also discussed were possible ways to provide BlackBoard customer service 24/7. Some of these issues will be addressed by Strategy Team 4 as well. Additionally, Mr. Houston will present available IT options once the specific issues are identified.

The committee also discussed external and internal factors affecting decreasing summer graduate enrollment. A possible trial 15% reduction in graduate tuition in 2013 was presented.

Dr. Simmons thanked the Strategy 7 team for all their hard work and for bringing these issues to the attention of the committee. Dr. Meehan expressed his appreciation to Dr. Clark, Dr. Turner and the entire committee for all they have done.

Strategic Plan Subcommittees

Dr. Simmons reminded the committee of the Strategic Plan Subcommittees as well as upcoming subcommittee meetings.

Reporting- Reports status of strategies in writing in Compliance Assist (September 1) and verbally to the committee, as needed.

Donnie Ford, Chair; Frank King, Tim King, Kevin Hoult, Andy Green, Terry Casey, Becca Turner, Tommy Turner, and Lisa Williams

Will meet to review Compliance Assist Reporting

Planning- Recommends updates and changes to the strategic plan annually (December 2012)

Louise Clark, Chair; Jodie Poe, Tory Green, Dan Krejci, Joe Delap

Will meet to review request to add strategy: Research and Collaboration

Budget- Recommends budget priorities for strategic plan implementation (March 2012)

Clint Carlson, Chair; Becky Turner, Charles Lewis, Vinson Houston, Warren Koegel, Tony Bennett

2nd meeting in April to prioritize budget requests for 2012-13

Communications- Develops and disseminates the new university communication plan

Tim Garner, Chair; John Hammett, Bill Fielding, Earl Wade, Christie Shelton, Bill Carr, Bryant Whaley, Arian Jackson

Will meet to complete plan

Leading Change (Kotter, 1996)

In appreciation of the committee's hard work, Dr. Simmons shared a book, Leading Change by John Kotter, that outlines eight steps for change management.

The Change Implementation Work Group, chaired by Mr. Carlson, will meet soon to discuss LOE Index follow-up.

Next Meeting

It was decided that Strategy Team 6 and Strategy Team 4 would report at the next meeting on May 23, 2012.

Dr. Simmons adjourned the meeting.