

Jacksonville State University

Strategic Planning Committee Minutes

Wednesday, October 6, 2010
3:00 p.m. Bibb Graves Hall, Gold Room

Present

Dr. William A. Meehan, Chair
Alicia Simmons, Co-Chair
Jordan Barkley
Clint Carlson
Louise Clark
Brent Cunningham
Joe Delap
Melanie Delap
Bill Fielding
John Hammett
Vinson Houston
Oval Jaynes
Frank King
Ron Mellen
Jodi Poe

Absent

William Carr
Charles Dixon
Tim Garner
Kevin Hoult
Mark Jones
Tim King
Tim Long
Christie Shelton
Rebecca Turner
Earl Wade
Lisa Williams
Jessica Younce

Call To Order – Dr. Meehan

The meeting was called to order and the membership welcomed by Dr. William A. Meehan, chair. Dr. Simmons requested that the committee read the minutes from the last meeting. The minutes were unanimously accepted.

President's Charge- Dr. Meehan

Dr. Meehan thanked the Strategic Planning Committee for all that it accomplished last year and for the past four years since the strategic plan was initiated. He reminded the membership that the next year will continue to include proration, even after more than 9% proration last year. Strategic planning will continue to be important in helping us define the University's future. In the coming year we will review and update the core values, vision statement, mission statement and create the strategies for the 2011-16 strategic plan.

Planning Process- Dr. Simmons

Dr. Simmons provided a list of meeting dates for the coming year and reviewed the planning process below.

- a. Environmental Scanning (November & December)
 - i. JSU Community
 1. Broad-Based Discussion Groups
 2. Discussion Group Leader Training
 - ii. Competitive Environment
 1. Benchmarking other Universities
- b. Identifying Core Values and Gap Analyses (January)
- c. Creating a Vision (February)
- d. Designing a Mission Statement (March)
- e. Developing a Measurable Strategic Plan (April – June)
- f. Prioritizing the Plan (July – September)
- g. Strategic Plan Kick-Off/Communication Plan (October)

Dr. Simmons explained that Discussion Group Leader Training will take place Tuesday, October 12, 2010, encouraging the JSU community to reflect on learning centered readings in groups and provide feedback for the strategic planning process. The committee identified peer universities and aspiration universities that will be included in the November meeting's benchmarking task.

2010-11 Plan – Dr. Simmons

Dr. Simmons explained that during the last year of the 2006-2011 strategic plan efforts will be made to report the five year accomplishments and make them available to the JSU community and peer institutions.

Next Meeting

The next meeting will be November 17, 2010.

Adjourn