

Jacksonville State University

Strategic Planning Committee Minutes

Wednesday, October 17, 2012

3:00 p.m. Gold Room, Bibb Graves hall

Present

Alicia Simmons, Chair
Tony Bennett
Joe Delap
Bill Fielding
Donnie Ford
Tim Garner
Andy Green
John Hammett
Kevin Hoult
Vinson Houston
Frank King
Tim King
Charles Lewis
Nancy Mellen
Christie Shelton
Jason Sumner
Rebecca Turner
Tommy Turner
Earl Wade
Lisa Williams

Absent

William A. Meehan, Chair
Clint Carlson
Louise Clark
Warren Koegel
Jodi Poe
Becca Turner

Call To Order

The meeting was called to order by Dr. Simmons. Then Mr. Vinson Houston, VP of Information Technology introduced presenters from Ellucian, who demonstrated the Recruiter Customer Relationship Management (CRM) system that is designed to improve efficiency and productivity in undergraduate and graduate recruitment. After the demonstration several questions from participants were answered, including how the Recruiter system would interface with Banner, timeframes for implementation and professional development, and ability to customize the product.

Minutes of Last Meeting

The minutes of the May 23, 2012 meeting were reviewed, with a motion to accept from Dr. John Hammett and the motion seconded by Mr. Andy Green.

Recruiter Discussion

The committee continued discussion after the Ellucian representatives left. Mr. Vinson Houston presented preliminary cost estimates and human resource requirements for implementation of the system. Dr. Tommy Turner suggested that only 40 new students would pay for the initial cost. Mr. Andy Green described the paper/ mailing process that would be replaced by the system saving considerable funds in his department. Mr. Kevin Hoult described the impact that a new system in Housing had on efficiency and the appreciation expressed by students that JSU had invested in technology that improved their check-in process. Mr. Green also reported that

all other Alabama research and regional universities had already invested in a CRM system. Dr. Rebecca Turner expressed that JSU will fall behind if we don't move forward quickly. Next steps include Mr. Houston submitting his recommendation to the President.

Trustees' Areas for Focus

Although Dr. Meehan was unable to attend the meeting due to a Council of Presidents meeting in Montgomery, he sent word to the committee that the Board of Trustees is interested in focusing on the following topics:

1. Enrollment
2. Distance Education
3. External funding/Critical Initiatives

The committee felt that the CRM addressed these topics and would support JSU administration and staff in showing results in these areas.

Strategic Plan Subcommittees

Dr. Simmons assigned the Strategic Plan Subcommittees as follows:

Reporting- Reports status of strategies in writing in Compliance Assist and verbally to the committee, as needed

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

Planning- Recommends updates and changes to the strategic plan annually

Louise Clark, Chair; Jodi Poe, Nancy Mellen, Joe Delap, Tony Bennett

Budget- Recommends budget priorities for strategic plan implementation

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

Communications- Develops, updates and disseminates the university communication plan

Tim Garner, Chair; John Hammett, Bill Fielding, Earl Wade, Christie Shelton

Dr. Simmons reminded the committee that the Strategy Teams are still expected to meet regularly and report accomplishments to the committee periodically. Dr. Ford reported that he had met with all strategy team leaders and requested they use Compliance Assist to report their teams' results for 2011-12.

Next Meeting

The next meeting will be scheduled soon.

Dr. Simmons adjourned the meeting.