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.