

Jacksonville State University

Strategic Planning Committee Minutes

Wednesday, September 28, 2011

3:00 p.m. Gold Room

Present

Dr. William A. Meehan, Chair
Clint Carlson
Louise Clark
Joe Delap
Tim Garner
John Hammett
Kevin Hoult
Frank King
Charles Lewis
Rebecca Turner
Becca Turner
Bryant Whaley
Lisa Williams
William Carr
Bill Fielding
Tony Bennett
Christie Shelton
Jodie Poe
Vinson Houston

Absent

Alicia Simmons, Chair
Andy Green
Donnie Ford
Tory Green
Ariah Jackson
Earl Wade
Nancy Mellen
Tim King
Tommy Turner
Warren Koegel

Call To Order

The meeting was called to order by Dr. Meehan.

Charge

Dr. Meehan stated that in the coming year the committee will continue to work on the 2011-16 Strategic Plan.

Minutes of Last Meeting

The minutes of the July 25th meeting were accepted by Clint Carlson and the motion to accept the minutes was seconded by Dr. Louise Clark.

Report from Change Readiness Work Group

Mr. Carlson discussed the slide presentation and handouts from the LOE Index. He stated that 510 responded to the survey. He explained that on the results summary page and that the baseline is in the 1.0-2.0 range and that most of the scores show no need for concern because most of the "symptoms" showed scores under 2.0. There were a couple (A and D) that ranked a little higher than 2.0.

On the scatter plot summary of the years of service, the red line shows the overall score of 1.99 and the data points show that the number of years of service does not reflect a difference in the distribution of the answers.

Some discussion regarding the results followed, where it was recognized that the negative comments that were mentioned in the survey were all items that were expected to be

mentioned – nothing was a surprise.

Mr. Carlson stated that these results are a snapshot of the current environment and that after changes take place, based on the Strategic Plan, that the survey will be given again to specific groups to gauge the changes.

Tim Garner handed out a draft of the communications planned. He stated that it is still in draft form and asked everyone to please take it back with them and look at it and suggest any changes.

Vinson said that a centralized events calendar is difficult to utilize on the current web platform but that the university is going to merge to a different web platform that will support iCal and the technology will be ready by the end of the semester.

Survey Results

Dr. Meehan reviewed both of the survey results with the Committee. He said that for the most part that on average respondents agreed to the success of the new strategic plan.

He said that many students started the survey but did not finish it, and that maybe the survey might be too long. Bryant stated that the SGA survey is only 10 questions and that not everyone finished that one either.

Dr. Meehan also reviewed the committee survey and said that only 14 committee members responded to that one and that the results of that survey were on average the same as the community wide survey.

Review Components of Strategic Plan

The committee reviewed the draft of the strategic plan in anticipation of presenting it to the trustees at the meeting in October. Dr. Meehan asked the committee to look over it carefully and check it for grammatical errors. He said that the Trustees would be shown the video that was shown at the faculty/staff meeting with a few changes and then present the new plan as going forward.

The committee began looking at the strategic plan and Dr. Meehan asked that committee members look carefully at the vision/mission/core values if they were in the group that was responsible for that portion and to let Dr. Simmons know if there are any corrections.

The group looked at each strategy and strategic objective and the following changes were made:

Primary Purpose

1. "Provide opportunities for learning that lead to student success."
2. Take out "(services and products)"

Strategy 3:

Renamed to: "Improve the campus experience."

Strategy 4:

4.3 "Establish a Professional Development Center for JSU employees."

Strategy 5:

5.2 "Increase student awareness and understanding of professionalism in the workforce."

5.4 "Ensure all undecided undergraduate students (freshmen and transferring) receive career

assessment as a pre-requisite for advisement.”

Strategy 6:

6.1 “Better track students through their academic progression”

Strategy 7:

Combine 7.3 and 7.4 as follows:

7.3 “Develop a marketing plan to improve the visibility of online and traditional graduate programs through more effective use of program websites and the online version of the graduate bulletin.”

7.5 Eliminate

7.6 Eliminate

Dr. Lewis stated that the Strategic Plan and upcoming Capital Campaign will go hand in hand and that the Strategic Plan will drive the Capital Campaign. Dr. Meehan agreed and said that the donors will look at what we have done and what our future plans are.

Next Meeting

October 26 at 3:00 in the Gold Room

Adjourn

Respectfully submitted by Kim Presson, Data Analyst, Office of Institutional Research and Assessment