

**STRATEGIC PLANNING ADVISORY COMMITTEE**  
**November 30, 2010**  
**Conference Room, Student Union**

The meeting was called to order at 3:03 p.m. with the following people present: Brad Chambers, Peggy Clark, Richard Coughlin, Doug Davenport, Lou Ann Gilchrist, Teri Heckert, Deb Kerby, Donna Liss, Gina Morin, and Clifton Ricana.

Lou Ann distributed a handout summarizing from the environmental scanning two contexts critical to the planning process for the next five years: funding resources and student learning and development.

Lou Ann presented this summary to the President's Staff in preparation for the Board of Governors meeting on Saturday. This document will give us a place to start. The general consensus of the Committee was that this document is ready to take to the Board. It was suggested that globalization and sustainability need to be included with student learning, as well as ways to enrich the curriculum.

The feedback from the focus groups now needs to be outlined. Most of these comments were similar to feedback that had already been received.

Lou Ann took information from the feedback she received from Paul, Deb, and Teri, and counted how many times a theme was mentioned. Gina pointed out the concern with faculty and staff morale. This can be addressed by creating a document that reenergizes people by reaffirming what we are all about and that we have the same focus in mind.

Doug distributed a summary count from the surveys. Brad had nothing new to add, and feels that we need to remain true to the values and mission of the institution. Systemic curricular changes are more representative of the LAS. Clifton suggested defining what liberal arts is and how it applies to the curriculum.

Lou Ann's summary is based on feedback from the student, faculty, and staff forums. Ten of the 11 groups did not feel the current vision statement was compelling. The most frequently occurring reason was objection to the idea of liberal arts with no mention about affordability, and that we should not focus on being a national force but a regional one.

The majority of staff didn't find the mission or vision statements compelling, and don't really understand what they mean. They feel the statements are unrealistic in scope of cost, and that a priority to stabilize the financial situation is needed.

We want the strategic plan to be easy to read and clear to understand. It should create communication, engage the campus as a community, and be unique.

The faculty are not enthusiastic about the vision statement. Four of the nine groups mentioned that it is not focused on student learning, nor is there a strong theme. They objected to using “premier” in the wording, and want to focus on maintaining quality, stabilizing the financial situation, and building relationships with external constituencies.

Lou Ann will prepare the presentation for the Board, and will extract themes from the first, second, and fourth questions across all three groups. Our faculty, staff, and student groups seem to be aware of the financial situation. Gina said parents will also need to be included, as they will continue to exert pressure. Doug is interested in the priorities of the different groups. Truman’s designated mission is that we are the state liberal arts institution.

Lou Ann will pull together all the summary information. Please send your comments to her, and she will concentrate on priorities from comments to the second question.

Lou Ann stated that we need to determine the highest-level themes in the next two weeks. We also need to start on the second phase of the communication plan, and how best to present the information that has been compiled. Doug will craft a relatively brief and transparent summary document regarding the environmental scanning and forums. Doug thinks a summary of survey responses should be done as opposed to actual responses.

Lou Ann looked at strategic plans from various COPLAC institutions. She outlined the plans, and ended up with 82 pages of information. She will send this to Peggy to post on the TruView Groups site.

The higher-level themes will be finalized at next week’s meeting. Some objectives may also need to be included. The Committee will meet on December 7 and 14. Paul and Doug will prepare an outline and write the document. Our next step will be to determine the goals. Lou Ann would like Committee members to review the handouts and bring back top two priorities.

The University Conference on February 24 will consist of presentations and discussion of the SPAC and the Wabash Study.

The meeting was closed at 4:21 p.m.