

## STRATEGIC PLANNING ADVISORY COMMITTEE

October 5, 2010

Room 3203, Student Union

The meeting was called to order at 3:00 p.m. with the following people present: Brad Chambers, Peggy Clark, Richard Coughlin, Doug Davenport, Lou Ann Gilchrist, Deb Kerby, Donna Liss, and Clifton Ricana. Guest speaker Candy Young joined the meeting at 3:30.

### Parents' Council

Lou Ann distributed a handout with responses from the Parent's Council meeting on Saturday. Several themes are the same as some of the other documents we will be looking at today.

### Student Senate

The meeting with the Student Senate included a lot of general discussion. Students were asking "How will we know when we get there?" Truman previously had a Residential College Program; but due to the budget situation and the lack of students fully adopting the program, it was discontinued. The students felt the most important priorities were experiential learning.

The students didn't really understand environmental scanning, and their comments were directed more toward strategies. It was suggested to use "What conditions in the future do you believe will exist that will affect Truman, and what assumptions can we make from those conditions?" instead of "environmental scanning". The goals can then be tested against assumptions. Lou Ann didn't get much feedback on what would constitute a successful strategic plan. The students did feel there need to be specific timelines, measureable goals, and responsibility centers with student involvement throughout the process.

Richard stated that it came out very clearly at this year's SPAW that Truman wasn't telling its story and marketing itself well. This same conclusion also came out in the Art & Science Report. There is often national research visibility on the national news. However, Truman's research is related to students working with faculty, not like at research 1 institutions.

### Truman Political Environment

Candy Young arrived at 3:30. Lou Ann had sent her the prompt "What are the most critical challenges facing Truman with state funding?"

Candy stated that we have never before been in this unstable an environment. Legislators now have term limits, so there is little time to invest getting to know them. There is rapid turnover, and they are not blank slates as many are biased toward the private education sector. They feel it is most successful for the funds to go to the student and let them vote with their feet. Our quality should hold some appeal with Rex Sinquefield. We need to build bridges to him if we think there is a possibility of support. He is Show-Me Institute.

DHE is run by a Mizzou graduate, and he only has experience there. Truman has hired Sherry Doctorian as a lobbyist, and she can work in that side of the legislature. Harry Hill and Rodney Gray have been working there several years. They are a good team, but how much can we expect them to achieve?

The strategy by the lobbyists has been to approach the education and appropriations committees. They may want to try and fan out to other resources. We are also trying to send our best students to Jefferson City as interns. Additional resources for this program will be a conscious attempt to create leadership there.

Hopefully the Master's in Leadership will provide some support. We need to find the names of Truman alumni who are down there now as there is no good database. How can we make use of that resource?

What indicators can we give the legislators that will resonate with them? We need to be using assessment strategically, and the junior test was the single most effective measure. For the masses in the legislature, simple data points make the most impression. For information on economic impact, we need to get the alumni survey where we can use it. For assessment, we need to determine what to collect for political purposes downstate.

Richard stated that currently the federal government is pushing for more college degrees and higher-quality degrees. Peter Ewell stated that Truman was the most efficient with its use of resources. We need to determine from Financial Aid what percentage of awards is going to those with family need.

What can we do to help with caucus leadership? We don't know yet who the budget chairman is going to be. Currently, our senator is not on the appropriations committee. We also need to work on building relationships by talking to our legislators. In addition to sending interns. Mike Colona and Scott Siftin are both Truman alums who may be getting elected in November.

What could our Committee say or produce in the next strategic plan that you would be excited about? Try to figure out how to navigate the political system. Try to bring attention to assessment that will be quick reads for the legislators with data that is simple, straightforward, and transparent. Bring attention to the importance of figuring out how to get students in these positions. The concept of public service is a conscious attempt to create leadership in the public sector. Doug stated that at Troy's installation, he emphasized the connection between education and public service, which is a distinct point of our mission.

What we can do is to be much more disciplined about creating a database to communicate with parents, and have them call their legislators. Find out how many parents know their legislators. Michael McManis tried at one time tried to build this database.

There is a fundraising effort by some alums who were in the program specifically to support the internship program. Missouri State also has public service as a mission.

Candy left the meeting at 4:20 p.m.

Lou Ann stated that we may need to discuss the last two points on the agenda by e-mail. Next week, there will be three speakers. Lou Ann wasn't able to get Debbie Cartwright scheduled for a meeting, and may e-mail her and have her report back to the committee by e-mail.

Richard distributed a handout titled "Assumptions" that include conditions that will exist in the next few years that will have an impact on the Library and the University.

The meeting was closed at 4:30 p.m.