

STRATEGIC PLANNING ADVISORY COMMITTEE
September 28, 2010
Conference Room, Student Union

The meeting was called to order at 3:05 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, Clifton Ricana, and Paul Yoder.

Gina distributed a Brand Platform document for Truman that was prepared by an alumnus in St. Louis, and an article from the July/August 2010 University Business magazine entitled "It's Not just About Aid Anymore" regarding some of the things the Committee has been talking about and the experiences that students expect to have.

Lou Ann stated that the Environmental Scanning procedure will be discussed and posted on the web site.

As the Committee is on an incredibly tight timeline, Lou Ann proposed background rules for meetings. Grammatical or editing errors will be handled through e-mail, whereas suggestions or ideas that will change where the document is going will be discussed at a meeting. She would like to avoid making decisions and then revisiting those decisions at the next meeting. It may not be perfect, but we are doing the best we can with the time available.

Final Review of Notes from the Retreat

The theme alone doesn't reflect the current financial situation. The explanation is important as a reminder of where our focus is. The retreat notes were approved.

Decision about the Communication Plan

The full Communication Plan will be an internal document, as the plan presented to the University community will be much more condensed. Questions will periodically be posted on the web site. Let Lou Ann know if you have suggestions for the questions.

Decision and Assignments about Open Forums

Questions for the forums will be discussed today. Lou Ann would like to get the forums scheduled as soon as possible, and would like them to be held between October 4 and October 22. There will be three sets of forums. Lou Ann and Clifton are scheduled to meet with Student Senate on Sunday.

The questions will be posted in advance of the forum. For those who are unable to attend the meeting, they can respond by e-mail. The primary goal of the forums is to allow everyone on campus to be heard. For the faculty forum, the top three items from Doug and Teri's analysis from the SPAW will be pulled out and faculty will be asked what they feel the most important priority is. Clifton suggested that the definition of environmental scanning be given to the students.

The following committee members will be responsible for the Open Forums:

- Faculty—Deb and Richard
- Staff—Donna, Brad, and Gina
- Students—Lou Ann and Clifton

It was decided not to record the forums to post on the web site as it may make some individuals reluctant to participate. Information about the Forums will be put in Truman Today and the Index.

Lou Ann asked each group to select two dates and times between October 4 and 22, and send the information to her, Doug, and Peggy. Peggy will make room reservations, preferably in the Student Union. Doug has reserved spac@truman.edu as a public e-mail for comments. Todd is working on setting up the web site. Heidi has given us until Friday afternoon to get the information in for next week's Truman Today.

Decision about Environmental Scanning Categories and Assignments

Lou Ann made some changes to the environmental scanning document. Lou Ann asked members to see what they can find and what they see on the horizon in these areas, and brainstorm about other data we might want.

Debbie Cartwright—curricular trends and innovations
Dave Rector—state funding
Candy Young—state funding
Jon Gering—important sustainability trends
Marty Eisenberg—economic trends for access to higher education

For these speakers, we need to know about emerging trends in their area of expertise. Lou Ann will contact the guest speakers and give them a couple of prompts tomorrow and report back quickly so she can get invitations out next week. If you think of anything else, let Lou Ann know.

Brad would like to work with Teri on the Environmental Scanning category number 6, "Changes in federal or state policies such as funding priorities and accountability procedures".

Schedule for the Rest of the Semester

Lou Ann distributed a schedule for the rest of the fall meetings. Committee members do not have to report in the order listed, and two report dates were moved. Group 7 will report on October 19, and Group 2 will report on November 9.

Doug distributed the strategic plan from Elon University that President Paino shared with him. They have themes and priorities with very clear and specific goals. There is a ten-page document on the Elon web site with more detailed information. The complete document will be uploaded to TruView.

As for external constituencies, Brad will try to get on the agenda for the Alumni Board meeting at Homecoming, and Lou Ann will try to meet with the Parent's Council this weekend.

Lou Ann distributed a handout with the web site information, and plans to have it up within the next week. Let Lou Ann know by e-mail if you have any suggestions.

The meeting was closed at 4:35 p.m.