Strategic Planning Agenda

8-9 a.m.

- Evaluation
  - Norma/Sherry will take on the responsibility for working with independent evaluators to develop measurements for satisfaction metrics—gap analysis (what we are currently evaluating and what still needs to be evaluated). Kent will oversee this area.
  - Integration of current assessment plans—for measuring student satisfaction and external agency satisfaction.
  - Professional development plans/performance review—potentially becomes Phase 3 of the strategic planning journey.
    - Work flow system.
  - Next steps:
    - Kent/Sherry/Norma/Mary F. will connect with Karen/Laurie to formalize a proposal regarding the creation of an evaluation plan—by March 23 (next meeting held from 12-3)
    - Kent will set up meeting with Karen/Laurie.

- Scoreboard
  - Wiki review

- Cabinet training
9-11:30

- Building and sustaining positive momentum—internal marketing
  - College community needs to hear we are not just in cutting mode
  - Cutting deep enough so we can reinvest
  - Reinventing TRF campus as an ESL campus
  - Sharing +1 degree success stories
  - Engaging in next steps...
    - Eliminating committee groups and re-engaging that energy back into the individual department groups
    - Re-evaluate which committees can be changed to focus groups that meet once/twice a year
    - What do we want done? Do they have the authority? Do they have the budget to back their idea? How do we sustain accountability for those decisions?

- Posters—review
- Lead measures for #3 initiative—to be finalized at next meeting

Next Steps

- Cindy—schedule meetings for department goal setting—May-June
- Review committees—rework committee structure
- Develop a keeper of the strategic plan
- Schedule/learn Quizdom for Apr. 10
- Create instructions for cabinet members, leading them through pre-work homework
- Schedule next cabinet training—Mar. 11
- Create video for pre-work meetings—Mark

Next Meeting: Mar. 23, 12-3

- Review worksheets for follow up meetings—DeAnna/Norma
- Review schedule for follow up meetings—DeAnna/Norma
- Transfer, Technical, Health Faculty—concurrent sessions on April 10, with follow up at August inservice
- COI
- Student Services/Student Development
- HR
- Finance
- Facilities
- Technology
- Foundation—May 8/9
- Marketing
  - Report out on evaluation process—Kent/Norma/Shari
  - Report out on internal marketing plan (for +1 degree)—Jennifer/Mark/Stacey
  - Video update—Mark
  - Propose a 4th WIG attaching to Revolutionize Enrollment Growth (for COI)—Anne
  - Finalize lead measures for college-wide initiatives—DeAnna
Strategic Planning Meeting: Mar. 23, 12-3

- Report out on internal marketing plan (for +1 degree)—Jennifer/Mark/Stacey
- Video update—Mark
- Propose a 4th WIG attaching to Revolutionize Enrollment Growth (for COI)—Anne
- Report out on evaluation process—Kent/Norma/Sherry
- Finalize lead measures for college-wide initiatives—DeAnna/Sherry
- Review worksheets for follow up meetings—DeAnna/Norma
- Review schedule for follow up meetings—DeAnna/Norma
  - Transfer, Technical, Health Faculty—concurrent sessions on April 10, with follow up at August inservice
  - COI
  - Student Services/Student Development
  - HR
  - Finance
  - Facilities
  - Technology
  - Foundation—May 8/9
  - Marketing

Pending Next Steps (discussed at last meeting)

- Schedule meetings for department goal setting—May-June
- Review committees—rework committee structure
- Develop a keeper of the strategic plan
- Schedule/learn Quizdom for Apr. 10
- Create instructions for cabinet members, leading them through pre-work homework
- Re-schedule of cabinet training—April 8
- Create video for pre-work meetings—Mark
Next Steps

• Dan/Jim—get an average of the past 4-5 years to identify the x in WIG #4
• Dan/Jim—identify the y for 2014—look at the percentage of increase over the past five years and project it forward.
• Kent—finalize measures for Revolutionize Enrollment Growth—figure out the under-25 year old student numbers: x and y
• Sherry, DeAnna, Norma, Mary, Kent—follow up meeting to organize WIG #2 measurement—how will we measure it/system for measurement
• Determine our baseline for licensure exam pass rate—Sherry /Kent
Strategic Planning Meeting: May 8, 2009

Invited: Anne, Kent, DeAnna, Hank, Dan, Jim, Norma K. Sherry L., Norma S., Dorinda, Terry, Jennifer S., Stacey, Mark, Mary F., Rocky A.

- Welcome
- Check-in with cabinet members about progress of individual department meetings
- Report out on marketing strategy and progress—Shari/Jennifer
- Report out on video for faculty training (August)—Mark
  - Purpose—generating enthusiasm/excitement for what is possible; tightening awareness of potential areas where we need to grow; creating clarity around the specific quantitative data we have currently gathered
- Discussion of committees vs. supervisory groups doing the work of the strategic plan
  - Purpose of strategy teams: to do research to determine what the key drivers are for lead measures; to design and create key projects that would move the work of each lead measure forward
- Report out on action items from last meeting to finalize WIGs
- Other
- Action Items:
  - Mary will provide a copy of the summary of the graduate exit survey results to Mark to use in the video
  - Mark will tighten up the video to include a kick-off-like intro which integrates graduate exit survey results; Anne/Kent will provide some segue clips to bridge the gaps with the clips that have already been created with students and external customers
  - Executive marketing team (including Becky) will design a system of follow up with the Speak Your Mind system by August 18, 2009.
    - Stacy will explore the possibility of setting up Speak Your Mind kiosks around the college to record commentary from students, staff, external agency satisfaction—they may also be used for individuals to tell their +1 degree stories; data from this may also
be used for a Monday morning e-mail video story to keep the focus on inspiring student success.

- Anne/Kent will determine who the strategy teams will be.
- DeAnna/Norma will come up with the plan for helping the strategy teams to meet and form for the first time.
- Norma/DeAnna will meet with supervisory groups May 26-28 to facilitate
- Kent/Norma/Hank will identify a strategy for faculty representation across the 9 key lead measures
- Dan/Jim—report out average of the past 4-5 years to identify the x in WIG #4
- Dan/Jim—report out the y for 2015—look at the percentage of increase over the past five years and project it forward.
- Kent—report out of the finalized measures for Revolutionize Enrollment Growth—figure out the under-25 year old student numbers: x and y
- Determine our baseline for licensure exam pass rate—Sherry/Kent
- Sherry, DeAnna, Norma S., Mary, Kent—follow up meeting to organize WIG #2 measurement—how will we measure it/system for measurement

- Future additional discussion items:
  - Schedule meetings for department goal setting—May-June
  - Review committees—rework committee structure
  - Develop a keeper of the strategic plan
**Strategic Planning Meeting: July 9, 2009**

*Invited: Anne, Kent, DeAnna, Hank, Dan, Jim, Norma K. Sherry L., Norma S., Dorinda, Terry, Jennifer S., Stacey, Mark, Mary F., Rocky A.*

- Welcome
- Review progress of departmental meetings (see accompanying spreadsheet)
- Faculty inservice planning
  - Video—Mark
  - Division of faculty to accomplish goals—Norma/Hank/Kent
  - Other
- WIG #1—report out of the finalized measures for Revolutionize Enrollment Growth—figure out the under-25 year old student numbers: x and y—Kent
  - Report out baseline for licensure exam pass rate—Sherry /Kent
- Measurement of WIG #2
  - What will be measured?
  - How will we collect data? (Speak Your Mind kiosks, index card method, on-line survey)
  - How often will we collect data?
  - How will collect the data?
- Future additional discussion items:
  - Schedule meetings for department goal setting—May-June
  - Review committees—rework committee structure
  - Develop a keeper of the strategic plan
- Other
- Action Items for future discussion:
  - Steve will get the student success rate numbers for under-represented students.
  - Anne, Kent, Becky will review external standard measure and identify 2-3 that would be most significant relative to improving quality
  - Steve/Mary will work with Gene to establish the baseline numbers for recruitment (x)
  - Steve/Mary will work with Gene to establish the baseline numbers for applicant to enrolled student conversion rate (x).
o Anne/Kent will work on the committee structure

• Next meeting: August 10 at 2 p.m.