STRATEGIC PLANNING COMMITTEE – summer retreat
Meeting Minutes
July 14, 2011

Members Present: Lisa Foss, Kristian Twombly, David Sikes, Judy Kilborn, Mark Jaede, Dan Gregory, Plamen Miltenoff, Mark Petzold, John Eggers, Diana Lawson, Michele Mumm, Kerry Marrer, Sara Grachek, Michael Ernst, Karen Lindgren, Linda Williams, Tony Akubue, Debra Gold

Minutes

April 28, 2011 – Approved as amended.
June 16, 2011 – Approved as amended.

Additional Agenda Items:

None

Branding report and feedback – Loren Boone to join at 11:00 am

- Suggestions to use transformation instead discovery but it needs to resonate with acquisition of new knowledge.
- Don't understand the advancement comment. Does this mean continuous improvement or progressive academic improvement?
- Brand promise should empower each student and own intellectual paths.
- Appeal to the individual student is more important than a group decision.
- Are students customers? And what does that mean?
- We are focusing only on the intellectual path.
- We need to move beyond just intellectual discussion.
- Not here to teach them what to think but how to think.
- Aimed at social and intellectual growth of the student.
- Concern is that we are looking at who we are but we should be looking at who we want to be. Especially as we look at the changing Environment and our competition
- Really dislike the word vibrant.
- Like involved and it's alignment with the community engagement pillar. Involved seems one way - the two way communication is important; we provide resources to the community as well.
- Versatile - doesn't communicate this... Students take what they learn and apply it. That's what we do. Especially when you combine with resourcefulness, it implies students will be successful despite what we do. Innovative might be a better word.
- Vibrant- is a good word but the linkage to global and cultural understanding is problematic.
- Resourceful - is not a good word. Are we home to doers or are we about sustainable. The word responsible might be better. Resilience... might be better or stewardship.
- Voice- running away from smart but not academic - we are academic. The word accessible. Taught by faculty.

**HLC Criteria and Feedback**

- Draft document – HLC is looking for feedback from institutions which would be incorporated into future revisions.
- Include a code of conduct requirement of those charged with the responsibility of implementation of the criterion – Criterion Three.
- Define substance to exclude partisan politics in the classroom – both faculty and students.
- Include the word effective before the word policies on last bullet under 5E.
- Diversity does not appear in any of the minimum expectations and only lightly in the criteria areas.
- Move learning goals to Criterion Five and put assessment in with substance and rigor.
- Clarification of the word primarily in minimum expectations in 5.6.
- Use of minimum of 120 credits could be destructive in the teacher preparation areas.

**Name change form draft**

- Comments would be welcomed from the campus community in addition to the representatives from the requesting unit.
- Change the effective date into a statement rather than offering it as a question.
- Put a description of the process on the backside of the form.
- Clarify that signatures are intended to be acquired following the recommendation of the SPC.
- Create a space on the form for what the recommendation was coming out of the Strategic Planning Committee. Include the SPC Motion in the recommendation.
- Add a space for the date on the signature line.
- Final signature to read Appropriate Vice President rather than just Vice President to be inclusive of the non academic units.
- Clarify how this process will be integrated with name changes in the curriculum process.

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**Move to approve the unit name change request form as amended**

Motion: Diana Lawson     Second: John Eggers     No objections     Motion passes.
Diversity Plan presentation feedback

Consider what they do with transfer students under Scholarship, Teaching and Learning on pp. 4.
Pg. 5 – remove bullet 2 – change wording to provide support
Reference to mission – make sure it is relevant to the current mission.
Reference to Center for Access and Opportunity grant.
Page 5 – Workforce Equity and Development – in parallel with the union contracts- be more inclusive and not single out just one group.
It is not clear in the draft what the big picture is and why it is important to have a diverse campus.