Strategic Planning Steering Committee

Met on January 7, 2016, President’s Conference Room at 10:00 am

Members:

Boris Peltsverger  Boris.Peltsverger@gsw.edu  Dean, School of Computing and Mathematics
Brian Parkinson  Brian.Parkinson@gsw.edu  Faculty Senate Representative
Bryan Davis  Bryan.Davis@gsw.edu  Director, Institutional Effectiveness and Planning
Cody King  Cody.King@gsw.edu  VP for Finance
Gaye Hayes  Gaye.Hayes@gsw.edu  VP for Enrollment Management
Gena Wilson  Gena.Wilson@gsw.edu  Director, HR
Helen Tate  Helen.Tate@gsw.edu  Associate VPAA
Joseph Comeau  Joseph.Comeau@gsw.edu  Sociology faculty member
Kelly McCoy  Kelly.McCoy@gsw.edu  Dean, College of Arts and Sciences
Leisa Easom  Leisa.Easom@gsw.edu  Director, Rosalynn Carter Institute
Liz Wilson  Liz.Wilson@gsw.edu  Dean, School of Business Administration
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Richard Baringer  Richard.Baringer@gsw.edu  Retired Faculty rep
Royce Hackett  royce.hackett@gsw.edu  Director, IT
Ru Story-Huffman  Ru.Story-Huffman@gsw.edu  Dean, Libraries
Sam Miller  Sam.Miller@gsw.edu  VP for Student Affairs
Samantha Price  sprice7@radar.gsw.edu  President, Student Government Association
Sandra Daniel  Sandra.Daniel@gsw.edu  Dean, School of Nursing
Sarah Speir  Sarah.Speir@gsw.edu  Director, International Programs
Stephen Snyder  Stephen.Snyder@gsw.edu  Director, University Relations
Talisha L. Adams  Talisha.Adams@gsw.edu  President, Staff Senate
Brian Adler  brian.adler@gsw.edu  VPAA
Charles Patterson  charles.patterson@gsw.edu  Interim President

Notes (by Brian Adler) taken during the conference phone call with Megan Adams, a strategic planning consultant with Educational Advisory Board (EAB):

No margin, no mission
Engaging stakeholders—err, on the side of inclusiveness
Reflects a broader institutional goal informed by feedback by stakeholders
Layer revenue generating activity, such as student retention initiatives, within strategic goals
Stakeholder feedback reflected at each stage
Show how input is being used or reflected
Stakeholder engagement
Early and publicized wins
Concrete and tangible/measurable wins
Students at the center
Key performance indicators
Setting goals that can be reached
Share the SWOT analysis
Do focus groups with the SWOT analysis
An industry advisory council?

Diversity
In order to be inclusive, one must at times be directive

What are our priorities?
How are we visioning ourselves?
Three to five priorities

Brian Adler volunteered to serve as convening chair of the Strategic Planning Steering Committee (SPSC). The SPSC plans to meet every two weeks. It was thought by the SPSC that the first task ought to be to look at our university’s mission statement, and aim for a deadline of mid-term for a revised document.

Mission Statement Sub-Committee Members:

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<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Position</th>
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<tbody>
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The meeting adjourned at 11:30 am. The next meeting of the SPSC will be January 22nd at 10:00 am in the President’s Conference Room.