

**Georgia Southwestern State University
Institutional Effectiveness Committee (IEC) Meeting
January 22, 2015 3:30pm
President's Conference Room**

Members Present

Lauren DiPaula, presiding
Talisha Adams
Brian Adler
Gayle Alston
Darcy Bragg
Lisa Cooper
Anish Dave
Bryan Davis
Ru Story Huffman
David Jenkins
Cody King
Maggie Lehman
Kelly McCoy
Boris Peltsverger
Maegan Pierce (SGA Rep)
Teresa Teasley
Feng Xu

Guest: Dr. Patterson- Interim President

Call to Order: The meeting was called to order at 3:30 PM by Lauren DiPaula.

- **Introduction of Interim President Dr. Patterson and IEC Committee Members**
- **Approval of Minutes:** The minutes from the December 16, 2014 IEC meeting were presented. Bryan Davis moved that the minutes be approved with two editorial corrections. Kelly McCoy seconded the motion. The committee voted unanimously to approve the minutes.
- **2015-2022 Strategic Plan:** Kelly McCoy gave a brief background leading to a new Strategic Plan for 2015-2022 to Dr. Patterson. Bryan Davis discussed the preliminary strategic planning survey recently administered and the need to examine data including strengths, weaknesses, and trends. The importance of including external forces and talking with stakeholders was emphasized when developing the new plan. A discussion included the following: revisiting the university mission, having a clear identity for the university, enrollment management (recruitment, servicing, graduation and retention rates, marketing to include out of state students), campus spirit and engagement. The group identified two parts to the strategic plan and thus two subcommittees: Subcommittee one will focus on an identity for GSW- Kelly McCoy volunteered to chair. Subcommittee two will focus on areas for improvement- Bryan Davis volunteered to chair. A timeline for completion was projected at 6-12 months. The group discussed

membership composition of the Strategic Planning Committee and the need to involve all areas on campus for diversity. **Action Item:** IEC members to submit membership recommendations for Strategic Planning Committee to Lauren DiPaula by next Thursday, January 29, and Lauren will forward list to Dr. Patterson.

- **University Learning Outcomes:** Kelly McCoy will report at next IEC meeting.
- **Next meeting:** Scheduled for Thursday, February 26, at 3:30pm.

Meeting adjourned at 4:28pm.

Respectfully submitted,

Teresa Teasley
Recording Secretary