

ECU Strategic Planning Committee Meeting

17 April 2018, 1:00PM

CBCC, Synergistic Learning Room 1

- I. **Call to Order:** 1:07PM

- II. **Roll Call:** Ken Andrews, Jessica Kilby, Megan Dodson, Adrianna Lancaster, Gavin Burl, Shawna Case, Preston Draper, Amy Ford, Wendell Godwin, Susan Ingram, Meredith Jones, Karen Hudson, Katherine Lang, Sheppard McConnell, Daryl Overstreet, Christine Pappas, Amy Schlup, Guy Sewell, Marcus Smith

- III. **Approval of Minutes: 12 March 2018**
Motion: Dr. Katherine Lang
Second: Mr. Wendell Godwin
Minutes Approved

- IV. **Mission and Vision Subcommittee**
Ms. Meredith Jones presented the findings of the Mission and Vision Subcommittee. Ms. Jones reported that the committee attempted to address the questions posed by President Katricia Pierson at the previous meeting, and created a draft of the new Mission and Vision statement, that has been sent to the President for review. Ms. Jessica Kilby stated the subcommittee should keep the new version as a draft, so the committee as a whole could revisit the mission and vision throughout the strategic planning process. Dr. Christine Pappas noted that there were two working options for the vision statement, with the second option emphasizing the word “ALWAYS” which ties to “Once a Tiger, Always a Tiger”. Ms. Kilby reported that President Pierson thought the mission statement is on point, but the vision may change as the committee receives outside feedback. Ms. Jones stated the subcommittee understands that there may be future changes.

- V. **Dates for Town Hall Meetings (Regents Room, ECU Campus)**
Ms. Kilby presented the dates and times proposed for the town hall meetings below:
Wednesday, April 25th, 10:00 a.m. – EMPLOYEES
Wednesday, April 25th, 2:30 p.m. – STUDENTS
Thursday, April 26th, 11:30 a.m. – STUDENTS
Thursday, April 26th, 3:00 p.m. – EMPLOYEES
TBD – COMMUNITY

Ms. Kilby reported that the Steering Committee proposed that the Community Town Hall Meeting be held after graduation. Dr. Lang stated her advisory board is anxious to attend the town hall meeting and would like multiple dates or forums to choose from. Ms. Amy Ford asked that everyone share day and time preferences with her as she began planning to meeting, and suggested a possible online survey, or offline discussions. Ms. Kilby suggested that interested parties who could not participate could send their questions to the committee for response.

VI. Town Hall Meeting Questions

Ms. Kilby referenced the draft of town hall meeting questions that was provided to the committee (attached) and stated that the committee would select 4-6 questions that attendees of the town hall meeting would be asked to provide feedback on, to the committee. Ms. Kilby stated that the same questions could be used for different stakeholder groups, or that the questions might change based on target audience. Ms. Kilby reported that the Steering Committee had selected to use the “Carousel” method to solicit response from participant, in which the questions selected by the committee would be written on a freestanding easel, and participants would write their response, or add check marks to ideas that were their favorite. Ms. Karen Hudson asked if the questions would be the same for each constituent group, and Ms. Kilby stated they needed to be similar, but they could be modified for different groups. Ms. Hudson asked where the questions on the handout came from and Ms. Kilby informed the group that they came from a strategic planning workshop manual, from the consultant Falvius Killebrew, and from the individual Steering Committee members, and added that the questions could be revised, or expanded upon by the larger committee. Ms. Jones suggested that the questions overall need to be more open ended and Ms. Kilby agreed, stating that they were a tool to identify the university’s strategic goals.

Dr. Ken Andrews reported that the town hall meetings would start with a small presentation, informing the attendees of some aspects of the university right now. Dr. Guy Sewell asked what if the goal of the university was to grow, maintain, specialize, be a classic institution, etc. Ms. Kilby stated that President Pierson wants the overall goals of the university to be identified through the strategic planning process, with input from all stakeholders. Dr. Sewell stated it is nice to know if the college is a good community partner, but questioned if that was part of a strategic plan. Dr. Lang asked if the committee wanted to set goals, and ask the town hall participants how to achieve them, and added the questions provided are great questions, if the committee wants specific answers. Ms. Ford stated the white papers the committee will complete will be used to dig into problems and go back with questions for more information, and the town hall meetings were a tool to gauge where the university is now. Ms. Susan Ingram stated the questions are to

determine how the university is perceived, and then the committee can dig in and make a plan, and Ms. Ford added that it is also an opportunity for stakeholders to voice their opinion. Dr. Sewell stated that if the committee is currently seeking to gather info, then the questions are fine.

Mr. Gavin Burl asked if the committee would be fielding questions at the town hall meetings, or simply being receptive to participants' ideas and opinions. Ms. Kilby stated that President Pierson will give a "state of campus" speech, then the committee will present the questions to the group, and give participants the opportunity to respond. Ms. Kilby stated that finding the solution to problems identified would be the next part in the process. Dr. Adrianna Lancaster stated the group may need to vote on different questions based on the audience, and Ms. Kilby stated that would be fine. Mr. Godwin asked if the committee has reviewed the previous strategic plan to identify what worked well, what didn't, and what the university can afford to fund. Ms. Kilby reported the committee had been encouraged not to consult the old plan, and Mr. Godwin stated he did not want to end up with a good plan that the university couldn't fund. Dr. Lancaster stated that she believed that was why the VP of Finance (Jessica Kilby) had been appointed co-chair of the committee, and added that President Pierson had already informed the committee that she would not approve a plan that wasn't directly tied to the budget.

The committee discussed the merit of many of the questions on the provided handout, and determined to narrow down the selection by using the "Carousel" method, as would be used in the town hall meetings, by listing the questions on the white board, and committee members adding a check mark to their top 4 favorite questions. The results showed the top three questions to be: "If you could change one thing about ECU, what would it be and why?" "How do you feel about ECU as a community partner?" and "What can we do to improve recruiting and retention?". The committee agreed that all three questions were applicable to all three stakeholder groups (employees, students, community). Dr. Lancaster suggested that students be asked #16, "What can we do to improve student success?". Dr. Andrews noted that #19, "What challenges do you anticipate us needing to deal with effectively over the next five years?", was also highly ranked, but suggested students might not be as interested in that question, because they would have ideally graduated in that time. Ms. Hudson suggested the questions would be good to ask students if it was modified to shorten the timeframe. Ms. Amy Ford suggested that questions #11 & #14 were both about funding, and could be combined, and the committee agreed. Finally, the committee decided as follows:

Community	Employees	Students
If you could change one thing about ECU, what would it be and why?	If you could change one thing about ECU, what would it be and why?	If you could change one thing about ECU, what would it be and why?
How do you feel about ECU as a community partner?	How do you feel about ECU as a community partner?	How do you feel about ECU as a community partner?
What challenges do you anticipate us needing to deal with effectively over the next five years?	What challenges do you anticipate us needing to deal with effectively over the next five years?	What challenges do you anticipate us needing to deal with effectively in the future?
What can we do to improve retention?	What can we do to improve retention?	What can we do to improve student success?
What can we do to improve recruiting?	What can we do to improve recruiting?	What do you enjoy about student life on campus? What don't you enjoy about student life?
What can we do to improve our finances?	What can we do to improve our finances?	

VII. Explanation of Town Hall Activity

Ms. Meredith Jones explained that the “Carousel” method would be used to solicit responses from participants, which the questions selected by the committee would be written on a freestanding easel, and participants would write their response, or add check marks to ideas that were their favorite. Dr. Andrews added that there will be a facilitator, from the Strategic Planning Committee, at each easel to lead the discussion, and Ms. Kilby stated that the committee needed at least 6 volunteers for each Town Hall Meeting, and asked for individuals to sign-up for meeting dates at that time. Ms. Kilby informed the group that the meeting on May 2nd would be very important, as the committee would be synthesizing the data from the town hall meetings, and begin to create goals.

VIII. ADJOURNMENT: 2:48 p.m.