

# ECU Strategic Planning Committee Meeting

3 May 2018, 2:00PM

## CBCC, Synergistic Learning Room 1

I. **Call to Order:** 2:09 p.m.

II. **Roll Call:** Ken Andrews, Jessica Kilby, Megan Dodson, Adrianna Lancaster, Shawna Case, Amy Ford, Wendell Godwin, Charlie Jones, Meredith Jones, Karen Hudson, Katherine Lang, Marla Lobley, Randall Maples, Christine Pappas, Guy Sewell, Marcus Smith, Vicky Petete, George Wang, Justin Graham

III. **Employee and Student Town Hall Data**

Dr. Kenneth Andrews and Ms. Jessica Kilby led a discussion of the highlights from the town hall meetings, as identified by the participants. The committee concluded from the data that the most often noted concerns included:

- Communication
- Employee satisfaction & compensation
- Sense of Community for ALL
- The Website/Re-Branding
- Campus Safety
- Relevant Curriculum

Ms. Kilby informed the committee that they would be separating in to groups to review the town hall data, and that they would remain in these groups for creating their white papers. The groups were as follows:

Group 1	Group 2	Group 3	Group 4
Marla Lobley	Randall Maples	Guy Sewell	Wendell Godwin
Adrianna Lancaster	Christine Pappas	Charlie Jones	Meredith Jones
Katherine Lang	Shawna Case	Justin Graham	Marcus Smith
George Wang	Amy Ford	Vicky Petete	Karen Hudson

Dr. Kenneth Andrews stated the groups should take the summary sheets and identify 4-6 questions that are the main problems they see that the university needs to address. Dr. Andrews assigned each group to analyze the data from either the student or the employee town hall meetings only. The committee broke out into focus groups and reviewed the data, with the exception of Amy Ford, Vicky Petete, and Karen Hudson, who used the time to finalize plans for the community town hall meeting. The results of the data analysis are listed by focus group.

<b>Group 1: Employees</b>
Website – Rebranding
Targeted Recruiting
Finances tied to strategic plan
Improve service to students
<b>Group 3: Employees</b>
Attract and retain more students
Attract and retain more/better employees

<b>Group 2: Students</b>
Facility Upgrades
Technology Upgrades
Keep student cost low
<b>Group 4: Students</b>
More activities after hours
“Real World” knowledge/experience
Safety
Improved Services

Ms. Marla Lobley asked if the committee would be going back to the specific ideas, under the bigger goals established by the committee, and Dr. Andrews stated that was correct. Ms. Meredith Jones asked if the committee should combine any of the ideas, and Dr. Andrews stated that some would likely be sub-units of others, and stated he would group them into categories, and send them to the committee. Ms. Kilby stated that the committee hoped to have the information from the Community Town Hall Meeting to incorporate with this data at the next committee meeting.

#### **IV. Community Town Hall Meeting**

Ms. Amy Ford reported that the Community Town Hall Meeting would be held on Thursday, May 17, 2018 at 2:00p.m. in the Regent’s Room, and that the group had created a marketing plan to advertise to stakeholders. Ms. Ford stated the group also hoped to piggy-back the YPA (Young Professionals of Ada) meeting, and Rotary meetings, as well as research a list of the large employers to contact their employees and invite them to attend. Ms. Ford stated she would type up the information and send it out to start promoting the event that week. Ms. Ford added the group hopes to have the event listed on the Ada Chamber’s Monday Morning Memo. Ms. Ford stated the questions the community members will be asked are:

1. What can you do for ECU? What can ECU do for you?
2. How can we improve funding?
3. In what ways would you like to engage with ECU?
4. What advice do you have for ECU?

Ms. Ford stated the group also planned to provide an estimate of East Central University’s economic impact on the community. Dr. Christine Pappas suggested the group reach out to Ada Sunrise Rotary, and Ms. Kilby stated the group may have more participation if they take the questions to the groups directly.

#### **V. ADJOURNMENT: 3:35 p.m.**

