

Strategic Planning Committee Meeting

1:30PM, 12 March 2018

CBCC 104

I. Roll Call

Jessica Kilby, Ken Andrews, Meredith Jones, Amy Ford, Preston Draper, Aaron Hill, Vicky Petete, Darryl Overstreet, Kate Lang, Charlie Jones, Marla Lobley, Susan Ingram, Randall Maples, Christine Pappas, Hu George Wang, Shawna Case, Marcus Smith, Sheppard McConnell, Amy Schlup, Adrianna Lancaster, Karen Hudson, Todd Essary, Shawn Howard

Absent: Wendell Godwin, Guy Sewell, Gavin Burl

Recorder: Megan Dodson

II. Introduction, President Katricia Pierson

Dr. Katricia Pierson addressed the group and charged them with facilitating the strategic planning process on the East Central University (ECU) campus. Dr. Pierson informed the group that a “Strategic Planning” page has been created in MyECU that is available to all members, and will be made available to everyone on campus, and within the community. Dr. Pierson demonstrated how to access the page, and noted that multiple documents were already available within the page to inform the strategic planning process.

Dr. Pierson also outlined her vision for the future of the university, which is centered on three “E’s”: Excellence, Engagement, and Expansion. Dr. Pierson stated she wants to foster excellence in both our students and our employees and expand the research opportunities and learning experiences that are available both on and off campus. Dr. Pierson reported that excellence happens on the ECU campus all of the time, and the university also needs to do a better job of highlighting those stories and recognizing achievements of students, faculty, and staff.

Dr. Pierson stated the second “E” stands for engagement, because she wants to not only improve what we are doing on campus and in the classroom, but also foster more partnerships with external constituents. Dr. Pierson stated our students need to be engaged with their city, the state, and the broader world around them, and it is ECU’s job to give students the opportunity to engage in a meaningful way with the world around them, whether through internships, travel abroad, or other opportunities both on and off campus. Finally, Dr. Pierson reported she wants there to be a focus on expansion, certainly for enrollment, but also for the physical campus. Dr. Pierson expansion does not only mean new facilities, but also the renovation of the current buildings on campus.

Dr. Pierson ended with two of her goals for the future of ECU, stating that she wants to be the nationally recognized Native American serving institution, and nationally recognized as the water resource college through the Oka’ Institute and Water Resource Policy Management degree. Dr. Pierson added that these goals are only the beginning, and that she wants ECU to become THE regional school in Oklahoma.

III. AASCU-Penson Strategic Planning Consultant, Dr. Flavius Killebrew

Dr. Flavius Killebrew addressed the group and stated that creating a new strategic plan was the perfect time to initiate a cultural change on a campus. Dr. Killebrew stated that a good strategic plan gives an institution direction and credibility, aligns its goals, and help the institution become what it wants to be in the future. Dr. Killebrew elaborated that the strategic plan should include direction for both program and budget changes that include measureable objectives, and having those clear statements outlined in a strategic plan grants credibility to the institutions future decisions when they are tied to those measurable objectives.

Dr. Killebrew stated that the university also needs to know it's position relative to its competitors to create an effective strategic plan. Dr. Killebrew suggested that there should be 3-6 goals at most, as too many goals can be hard to track. Dr. Killebrew stated that the strategic planning process should be interactive, transparent, and inclusive, and once the strategic plan is complete that the assessment of progress toward the outlined goals is critical. Dr. Killebrew advised that during the strategic planning process there should be one, or several, town hall meetings to solicit the opinion of stakeholders on the progress of the committee, and the outcome of the strategic planning process. Dr. Killebrew opened the floor to the group for discussion.

IV. Group Discussion

Ms. Jessica Kilby asked the group if they wanted to divide the town hall meetings by a campus group, and a community group, or if they should be blended. Ms. Amy Ford stated that she thought there should be one of each, and Mr. Todd Essary agreed and added that the time the meetings are held could dictate who is able to attend. Ms. Karen Hudson stated that as the committee went further into the strategic planning process, if there are varying opinions a bigger audience could decide. Ms. Susan Ingram stated that all stakeholders should meet together eventually, but that there could be different questions and concerns even among ECU students and employees. Dr. Killebrew stated the university may want to host smaller sessions between the larger town halls that should be held in April and May. Ms. Shawna Case added that the committee should update stakeholders in between town hall meetings to show that they are listening to stakeholder suggestions. Dr. Ken Andrews asked if the committee wanted to host college level town halls, or university level, and Dr. Katherine Lang stated it seemed the group wanted meetings at all levels.

Ms. Meredith Jones asked Dr. Killebrew to walk the group through how the process usually works. Dr. Killebrew stated that it is the responsibility of the committee to distill important data points to be presented to stakeholders, such as enrollment trends, and ask themselves what a reasonable goal might be, based on that data. Dr. Killebrew stated it must be relevant data, that the committee can then use to create a SWOT analysis. Dr. Killebrew stated that the town hall meetings will generate a lot of information, and the is the job of the steering committee to distill that information.

Dr. Preston Draper asked how the group should approach setting up the town hall meetings, and stressed that turnout at the meetings would be crucial. Dr. Draper stated there was a limited amount of prep time for a meeting in April, and suggested committee members might visit community service clubs, and present at a Chamber of Commerce meeting. Ms. Hudson stated that when the committee knew who needed to attend, and why, they would know more about when the meetings should be held. Ms. Shawn Howard stated the drop in enrollment was surprising to her, and civic groups might not know that information either, so it is important for the committee to understand what they need those groups to know before they can offer input. Dr. Lang stated the committee wants the community to understand the university, and she thought it was more complicated than going to certain groups for certain information, and suggested the committee could put together information sheets for the community. Dr. Andrews stated the committee could go to the town hall with a list of possible goals, and let the information from those meetings determine the most relevant of the goals.

Ms. Vicky Petete stated that ECU needs to provide information to stakeholders on how the university benefits them, as it is important for people to understand how this affects them personally and Dr. Killebrew added that kind of context setting is also important internally. Ms. Hudson reported she had personally talked to business owners over last summer, who told her they were just trying to make it through until the students came back to Ada, OK. Dr. Killebrew added that it is also important to look at what is going on in the state education system to help drive the university's future direction. Ms. Shawn Howard suggested that ECU create an economic impact statement to distribute at the town hall meetings, and to the community in general. Dr. Charlie Jones stated that he has access to a resource that breaks down trends in higher education both nation-wide and state-wide that the committee could use to create a framework. Ms. Ford reported that ECU has an economic impact statement that was commissioned with the OSU Extension Office 10 years ago, but that she would work on updating that information, and Dr. Jones added that he would upload a link to his resource to the Strategic Planning page in MyECU.

Ms. Jessica Kilby suggested the group brainstorm keywords to help them focus on the university's mission, position, and vision.

V. Brainstorming

➤ MISSION

- Educate
- Prepare Students
- Access
- Versatile
- Opportunity
- Personal
- Safety Net
- Local to Global
- Realistic
- Career Focus
- Online and On-Campus
- Integrated
- Cultural Diversity
- Student Focus
- Community

➤ *POSITION*

- Affordable
- Industry Partners
- Best Regional
- Curricular Alignment
- Native American Serving

- Small Town Feel
- Scholarships (Alum and Out-of-State)
- Legacy Attendance
- First Generation Friendly

➤ *VISION*

- Transformative
- Degrees with Respect
- Academic Excellence/High Achieving Students
- Up to Date Knowledge for Real World Problems
- Innovation
- Native American Focus

- Public University
- Individualized Education
- Highly Qualified Faculty and Staff
- Research Opportunities
- Create Knowledge, not just Consume Knowledge

VI. Adjournment

3:30PM