

Strategic Planning Committee
Ross Pendergraft Library, Room 325
June 16, 2015 at 9:30 a.m.

Present: Dr. Larry Large (by phone), Dr. Arnie Yasinski, Ms. Angela Bonds, Dr. Daniel Bullock, Ms. Sandy Cheffer, Dr. Jon Clements, Mr. Kelly Davis, Dr. John Freeman, Ms. Aubrey Holt, Mr. Randy Horton, Mr. Tanner Howell, Mr. Yasu Onodera, Dr. Eric Lovely, Dr. Stephen Jones, Dr. Lucas Maxwell, Dr. Julie Mikles-Schluterman, Dr. Johnette Moody, Mr. Saul Pennington, Dr. Michael Rogers, Ms. Tammy Rye, Ms. Lesley Snider, Dr. Jason Warnick, Mr. Ken Wester and Ms. Jana Crouch

Absent: Ms. Jocelyn Flores

Dr. Yasinski presented the Strategic Planning Committee (SPC) with an overview of the strategic planning process (presentation can be found at: <http://www.atu.edu/strategicplanning/minutes.php>). He encouraged the SPC members to become students of higher education in the U.S., citing the Lumina Foundation (<http://www.luminafoundation.org/subscribe>) and Inside Higher Ed (<https://www.insidehighered.com/content/sign-inside-higher-eds-newsletters>) as valuable resources for tuning into the national conversation. He also reminded the members to begin reading the strategic planning books:

Abelard to Apple: The Fate of American Colleges and Universities by Richard DeMillo
Checklist for Change: Making American Higher Education a Sustainable Enterprise by Robert Zemsky

Dr. Yasinski detailed the issues and challenges facing higher education today, including downward pressures on net tuition growth and upward pressures on costs. He reminded the committee price does not equal cost, as tuition covers only a portion of the full cost of an education.

Dr. Yasinski then focused on strategic planning for Arkansas Tech, including the need for the university to be aware of its competition, to consider areas for differentiation, and to ensure the mission and vision statements were well defined. He stated differences of opinion will occur in the process, but the goal is to develop broad consensus around the final outcome.

Dr. Yasinski provided the charge to the SPC to develop a strategic plan which:

- a. develops from rigorous analysis of Arkansas Tech's assets, traditions and potential.
- b. provides transparency in the process and seeks stakeholder participation.
- c. tackles difficult issues.
- d. supports the mission and emphasizes what is best for Arkansas Tech as a whole (not one particular sector).
- e. embraces change for the promotion and preservation of Arkansas Tech.
- f. is widely understood (final document should be between five and eight pages).
- g. is capable of a timely implementation.

Dr. Yasinski described the major organizational components of the strategic planning process, consisting of a Strategic Planning Committee with multiple Working Groups, which will develop the initial draft of the plan, and an Executive Planning Committee to oversee the effort (organizational chart can be found at: <http://www.atu.edu/strategicplanning/docs/SPOrganizationalChart.pdf>). He noted the plan would ultimately require approval and support from the President and Board of Trustees.

He detailed an initial timeline for the process (Appendix A), which is designed to arrive at an approved and implementable plan by approximately June 2016.

Responding to a question about the implementation portion of the plan, Dr. Yasinski indicated the Executive Planning Committee (EPC) would develop the implementation appendix to the plan because it would involve organizational and financial planning for which they would be responsible.

Finally, Dr. Yasinski reminded the SPC the role of the consultants would be to facilitate the process and provide advice as needed. He emphasized the strategy and direction of the plan would be reserved for the decision-makers of Arkansas Tech.

The meeting adjourned at 11:30 a.m.

Appendix A: Timeline

Fall 2014	Consultants performed preliminary audit to identify the strategic issues facing Arkansas Tech University.
Spring 2015	Consultants directed planning activities on campus.
May 2015	Appointed members of the SPC and the EPC.
June 2015	Consultants provided orientation and overview of the strategic planning process to the SPC and the EPC. Finalized strategic planning website and established dedicated email for feedback.
Summer 2015	SPC and Working Groups will actively review and research identified issues.
August 2015	SPC and EPC will meet to discuss research and review the mission statement.
September 2015	SPC will hold open forums to collect data and opinions.
November 2015	Working Groups will draft white papers.
December 2015	SPC will produce initial draft of the strategic plan (to be posted to website).
January 2016	SPC will deliver revised strategic plan to the EPC. EPC will review the presented plan and begin developing an implementation appendix to set forth specific assumptions and timelines for execution.
February - March 2016	EPC will adopt subsequent draft of plan and forward to President Bowen.
March - April 2016	President Bowen will review the plan and present to the Tech campus and the community at large for feedback and possible amendments.
April - June 2016	President Bowen will recommend a final strategic plan to the Board of Trustees for adoption.