

Strategic Planning Committee
Ross Pendergraft Library, Room 325
October 19, 2015 at 1:00P

Present: Dr. Julie Mikles-Schluterman, Dr. Eric Lovely, Mr. Kelly Davis, Ms. Sandy Cheffer, Ms. Angela Bonds, Dr. Larry Large, Dr. Stephen Jones, Mr. Ken Wester, Ms. Johnette Moody, Dr. Jason Warnick, Ms. Tammy Rye, Ms. Audrey Holt, Dr. Lucas Maxwell, Dr. Daniel Bullock, Dr. Michael Rogers, Mr. Yasu Onodera, Mr. Eliel Mendez, Ms. Lesley Snider, Ms. Jocelyn Flores

Absent: Dr. John Freeman, Dr. Jon Clements, Mr. Saul Pennington, Mr. Tanner Howell, Ms. Julia Smith, Mr. Randy Horton

Guests: Ms. Pat Chronister, Ms. Tiffany Henry

I. Stakeholders Report

Dr. Warnick stated he has begun compiling feedback comments and grouping together common themes. He said to be sure to think about Ozark, adjuncts and staff when discussing big ideas.

II. Report from Working Group Chairs

a. Enrollment and Marketing (Dr. Daniel Bullock)

Dr. Bullock said he is meeting with the Advising Center on Thursday at 10:00 a.m. to discuss big ideas about advising and retention. He is meeting with the Hispanic Student Association on Thursday at 3:00 p.m. to discuss student success and recruitment. Dr. Warnick suggested meeting with the African American Student Association as well.

b. Financial Structure and Operations (Dr. Stephen Jones)

Dr. Jones stated his working group went to Ozark and met with Mr. Bruce Sikes and Mr. Mike Murders to discuss budget, planning, and their projected enrollment. Ms. Cheffer commented there is a need for student housing and there is not much property available. She suggested partnering with a private industry to develop student housing. Dr. Jones suggested the university offer a Bachelor of Applied Sciences which would bring more students to the Ozark and the Russellville campus. Dr. Warnick stated he has seen several community colleges partner with other universities and asked if a Bachelor of Applied Sciences would also help Tech partner with other schools.

c. Student Support (Dr. Julie Mikles-Schluterman)

Dr. Mikles-Schluterman said her working group hosted a student panel and charged each student participant to find another student, specifically a non-traditional student, to discuss strategic planning ideas with. She said that students feel as if there is not very good communication between the university and the students. She is going to talk to Ms. Carrie Phillips in University

Relations to see what avenues she uses to connect with students. Dr. Mikles-Schluterman also stated her group has begun organizing ideas for their white paper. A general discussion transpired about how to organize and compile the white papers.

d. Academic Structure and Faculty (Dr. Johnette Moody)

Dr. Moody stated she has requested additional data from institutional research about online courses. She said Ms. Tammy Weaver is going to meet with their group to discuss issues between the Russellville and the Ozark campus from the registrar's perspective. Dr. Moody also suggested that adjunct faculty be added to the faculty email list.

e. University as a Public Institution (Dr. Michael Rogers)

Dr. Rogers said his group is discussing some big ideas such as experiential learning through a central internship office. They have also discussed issues involving communication, the Tech identity, and branding. He suggested the university partner with Nike and have an online Nike apparel store. Dr. Bullock commented that Tech already has an online apparel store (the Bookstore). A discussion followed about Tech branding and apparel. Dr. Rogers said his group also discussed developing links between the university and primary and secondary education through projects such as the K-12 initiative.

III. Continuation of "Big Idea" Assignment

Dr. Warnick asked if anyone had any "big ideas" to discuss. Dr. Rogers distributed a handout about the Lyons College Honors System. He said the focus of the honors system is to promote honesty, trust and respect and would encompass both students and faculty. Dr. Large said that success is cultured and that Reed College in Oregon is a good example of a successful honor principle. Dr. Rogers asked how often the honors system would need to be promoted and suggested placing a plaque stating the honor principle in every classroom. Ms. Holt stated the students need to be exposed to the honor principle more frequently and suggested having the students sign in recognition of the principle before every test. A general discussion followed about how having an honor principle would impact student honesty and integrity. It was noted that Lyons College is the only college in Arkansas currently with an Honors System.

Ms. Holt stated the University of Iowa has a division of Student Life called the Iowa Grow Program. The program works with student workers and supervisors to help students develop professionally. She also suggested implementing a Common Hour or an X Hour. She said this is a "dead hour" during the day when no classes are scheduled and it allows students to engage in campus activities or meetings. Ms. Holt also said the OnTrack program through Student Services has 1000 student participants. She suggested expanding this program to include more student and campus involvement. Dr. Warnick stated this program ties into having a Student Success Office and will help with campus communication.

IV. Programs and Strategies to Promote Success to a Diverse Student Body

Dr. Moody stated that Western Washington University has a Diversity Center staffed 12 hours a day. She suggested looking at issues that impact Tech's diverse groups of students and identifying ways to recruit more diverse faculty and students. Dr. Warnick stated one of the ways to increase a diverse student body is to recruit a diverse faculty. Mr. Wester asked the group to define what diversity is, and a general discussion followed regarding different types of diversity. Mr. Mendez stated one way to attract diverse students is to form partnerships with local industries who employ a diverse staff. A discussion followed about partnering with private industries and how technology can help these partnerships.

Dr. Lovely distributed a pamphlet for the National Conference of State Legislatures which highlighted policies and strategies to increase graduation. He stated that Tech has programs like TRIO that help specific groups of students, but the university should also provide role models to students to encourage them to succeed.

Dr. Bullock suggested hosting Time Out for Tech for minority students.

Dr. Maxwell stated one way to recruit diverse students is to assist their parents. He suggested hosting a camp for parents with sessions about financial issues. Dr. Large said it is better to work with parents of 7th or 8th graders to allow adequate time for financial planning.

Dr. Large thanked the group for their discussion and said he is looking forward to reading the white papers. He encouraged everyone to continue thinking big. He also said the white paper drafts will be posted to the Strategic Planning website. Dr. Warnick stated feedback will also be put into TracDat.

The meeting adjourned at 3:03 p.m.