

Strategic Planning Committee
Ross Pendergraft Library, Room 325
October 28, 2015 at 3:00 p.m.

Present: Dr. Jason Warnick, Dr. Julie Mikles-Schluterman, Mr. Kelly Davis, Ms. Tammy Rye, Mr. Saul Pennington, Girl, Boy, Dr. Daniel Bullock, Dr. Michel Rogers, Girl, Dr. Jon Clements, Ms. Sandy Cheffer, Mr. Ken Wester, Ozark, Dr. Eric Lovely, Dr. Larry Large (by phone), Dr. Stephen Jones, Mr. Eliel Mendez, Mr. Yasu Onodera, Ms. Aubrey Holt, Dr. Johnette Moody, Ms. Angela Bonds, Dr. Arnie Yasinski (by phone), Dr. John Freeman, Ms. Lesley Snider, Ms. Jocelyn Flores, Mr. Tanner Howell, Ms. Julia Smith

Absent: Dr. Lucas Maxwell, Mr. Randy Horton

Guest: Ms. Pat Chronister

I. Stakeholders Report

Dr. Warnick asked the working group chairs to continue to post their meeting minutes on the Strategic Planning website and encouraged them to continue considering big ideas. Dr. Mikles-Schluterman asked if her group can consider ideas that would be implemented in 5-10 years. Dr. Warnick replied it would be beneficial to include long term plans in the white papers.

II. Report from Working Group Chairs

A. Enrollment and Marketing (Dr. Daniel Bullock)

Dr. Bullock stated Ms. Susie Nicolson visited his working group with Mr. Mike Sells of the Sells Agency. He said some ideas they discussed included:

- Creating a national marketing campaign
- STEM marketing
- Study the effect of our Division II status and how that impacts the Tech image
- Create a campus print shop

Dr. Bullock stated his working group met with staff from the Academic Advising Center. He said the advisors reported that they feel more like schedulers than advisors and would like to have more time to discuss issues with students like success strategies, career plans, and finances. Dr. Rogers asked if this would overlap with the roles of B2E mentors. Ms. Holt stated that B2E mentees opt in and then choose to meet with their mentor. She said students must meet with their advisors to register, so it may be beneficial to have advisors discuss topics beyond scheduling. Dr. Warnick stated most universities have an involved advising practice and participate in “coaching” which could be helpful to Tech students.

Dr. Bullock stated he met with the Hispanic Student Association and learned that Tech does not offer any Spanish tours which can pose a barrier for non-English speaking parents. He said the students reported forming a men and women soccer team and offering a Spanish sorority would attract more Spanish speaking students. Ms. Holt suggested talking to Mr. Kevin Solomon about

starting a Hispanic Greek organization. Dr. Bullock said he is going to try to meet with the African American Student Association also.

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

Dr. Stephen Jones distributed graphs showing projected Tech enrollment (see attached). He stated the graphs indicate who is graduating high school and what our recruitment pool looks like. He said a conservative estimate of Tech's enrollment in five years shows a 5-8% increase which will impact the cafeteria, bookstore, Wi-Fi, dorms and staff. He said enrollment will continue to grow with increased retention and more online and night classes may be necessary to accommodate the students.

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

Dr. Mikles-Schluterman stated Mr. Mike Murders and Dr. Hanna Norton visited her working group to discuss certificates, stackable degrees, and a Bachelor of Applied Sciences degree. She also said Ms. Carrie Philips submitted a report about campus communication issues and Ms. Liz Means provided information on testing services.

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

Dr. Johnette Moody stated the Academic Structure and Faculty Open Forum was successful and some topics discussed were:

- Wellness plan
- Senior faculty serving as mentors
- Research facility for faculty and students
- Communication hub
- Grant center with professional grant writer
- Standardizing online courses

Dr. Moody stated it is a financial burden for faculty to continue their education while teaching and the university should provide more support for individuals pursuing their doctoral degrees.

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

Dr. Rogers stated he met with university police chief Mr. Josh McMillian and Russellville police chief Mr. Jeff Humphries to discuss emergency management issues. He said Public Safety need more officers and are interested in seeking accreditation but overall he was impressed with the current state of Public Safety and their plans for the future. He added that both police chiefs are supportive of implementing an honor code. Dr. Warnick stated he found an interesting website that listed the "Top Ten Most Honest Colleges" and thought their honor codes might serve as good examples for Arkansas Tech (<http://www.collegemagazine.com/cms-top-10-most-honest-colleges/>).

III. Funding Priority Findings

Dr. Warnick stated he sent an email to all working group members asking them to rank the top four most frequently mentioned financial priorities. The respondents ranked the priorities in the following order:

1. Increase faculty/staff salary
2. Hire more faculty/staff
3. Build new buildings
4. Update current buildings

More information on the survey can be found here:

<http://www.questionpro.co/a/summaryReport.do?surveyID=4333184>

IV. Considering the Big Ideas

Dr. Warnick stated he sent an email to all working group members asking them to “reply all” with their Big Ideas in order to encourage collaboration between groups. He displayed all of the responses in a PowerPoint presentation (see attached). A general discussion ensued about the ideas presented.

V. Adjournment at 5:02P

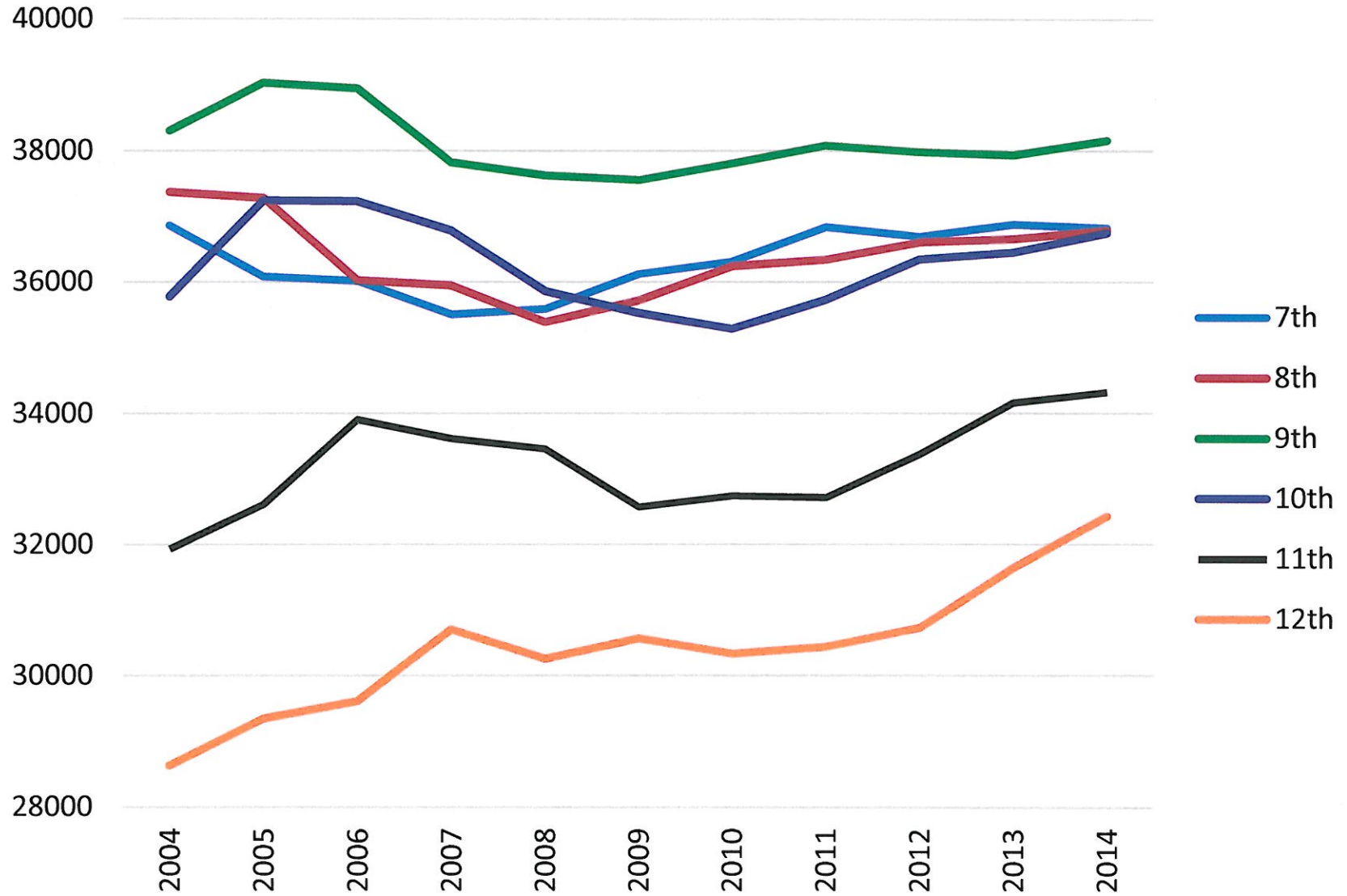
COUNTY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AR-Pope	1059	19.2	19.2	19.2
		429	7.8	7.8	26.9
	AR-Pulaski	373	6.8	6.8	33.7
	AR-Johnson	348	6.3	6.3	40.0
	AR-Crawford	269	4.9	4.9	44.9
	AR-Logan	269	4.9	4.9	49.7
	AR-Sebastian	253	4.6	4.6	54.3
	AR-Franklin	246	4.5	4.5	58.8
	AR-Yell	232	4.2	4.2	63.0
	AR-Faulkner	171	3.1	3.1	66.0
	AR-Saline	170	3.1	3.1	69.1
	AR-Benton	164	3.0	3.0	72.1
	AR-Washington	125	2.3	2.3	74.4
	AR-Garland	87	1.6	1.6	75.9
	AR-Lonoke	75	1.4	1.4	77.3
	AR-Jefferson	74	1.3	1.3	78.6
	AR-Boone	60	1.1	1.1	79.7
	AR-Conway	59	1.1	1.1	80.8
	AR-White	55	1.0	1.0	81.8
	AR-Van Buren	47	.9	.9	82.6
	AR-Carroll	44	.8	.8	83.4
	AR-Perry	37	.7	.7	84.1
	AR-Polk	37	.7	.7	84.8
	AR-Hot Spring	33	.6	.6	85.4
	AR-Cleburne	28	.5	.5	85.9
	AR-Baxter	27	.5	.5	86.4
	AR-Craighead	27	.5	.5	86.8
	AR-Crittenden	26	.5	.5	87.3
	AR-Madison	26	.5	.5	87.8
	AR-Searcy	23	.4	.4	88.2
	AR-Stone	23	.4	.4	88.6
	AR-Newton	22	.4	.4	89.0
	AR-Miller	21	.4	.4	89.4
	AR-Scott	20	.4	.4	89.8
	AR-Marion	18	.3	.3	90.1
	AR-Pike	18	.3	.3	90.4
	AR-Union	18	.3	.3	90.7
	TX-Dallas	17	.3	.3	91.0

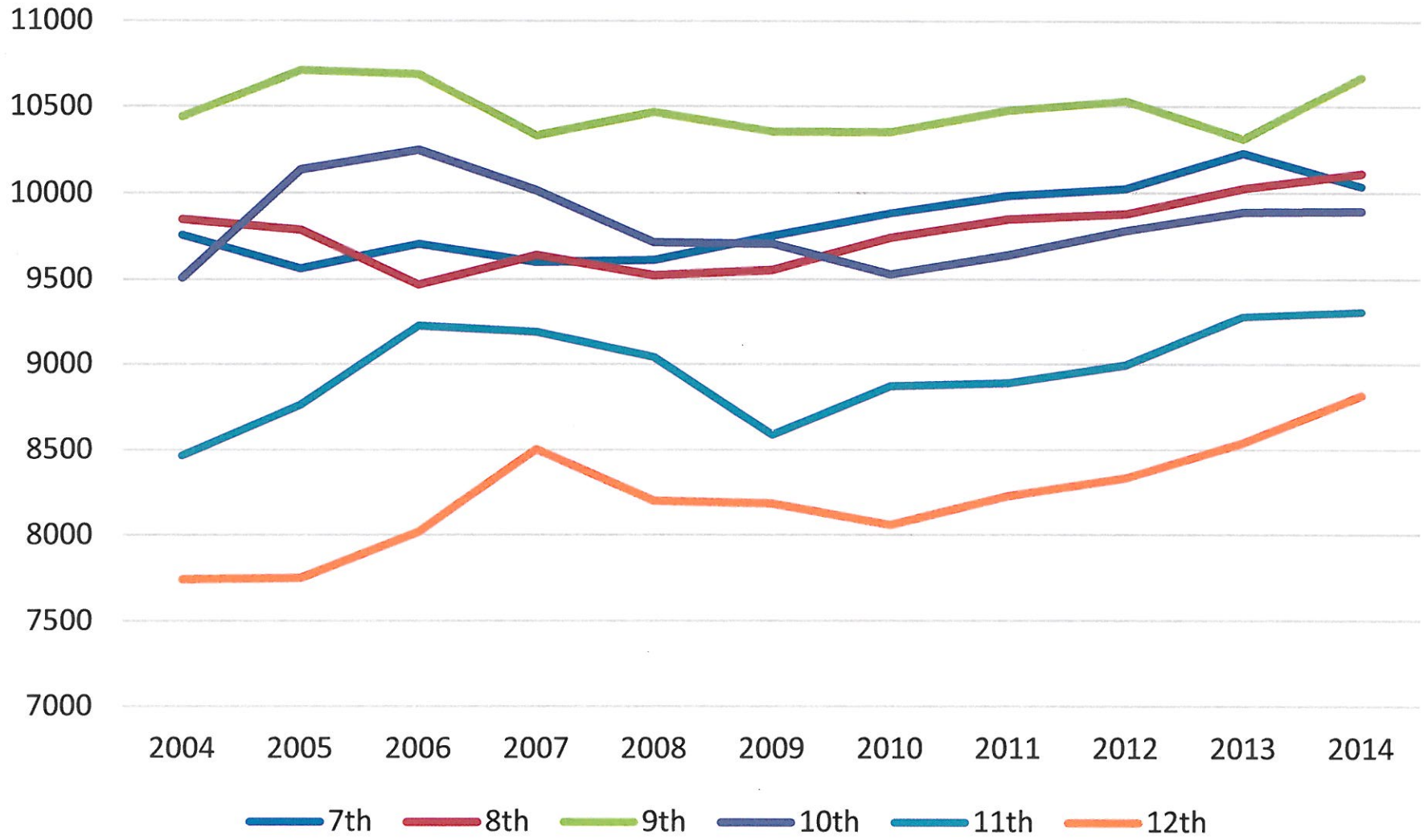
COUNTY

	Frequency	Percent	Valid Percent	Cumulative Percent
AR-Little River	16	.3	.3	91.3
AR-Montgomery	16	.3	.3	91.6
AR-Sevier	16	.3	.3	91.9
AR-Grant	15	.3	.3	92.2
AR-Greene	15	.3	.3	92.5
AR-Howard	15	.3	.3	92.7
AR-Independence	14	.3	.3	93.0
AR-Phillips	14	.3	.3	93.2
AR-Clark	12	.2	.2	93.4
AR-Desha	12	.2	.2	93.7
AR-Drew	12	.2	.2	93.9
AR-Ouachita	12	.2	.2	94.1
TX-Denton	12	.2	.2	94.3
AR-Hempstead	11	.2	.2	94.5
TX-Collin	11	.2	.2	94.7
AR-Ashley	9	.2	.2	94.9
AR-Bradley	9	.2	.2	95.0
AR-Arkansas	8	.1	.1	95.2
AR-Cleveland	8	.1	.1	95.3
AR-Monroe	8	.1	.1	95.5
AR-Saint Francis	8	.1	.1	95.6
OK-Sequoyah	8	.1	.1	95.8
TX-Tarrant	8	.1	.1	95.9
AR-Cross	7	.1	.1	96.0
AR-Lincoln	7	.1	.1	96.2
TX-Bowie	7	.1	.1	96.3
AR-Mississippi	6	.1	.1	96.4
OK-Oklahoma	6	.1	.1	96.5
AR-Clay	5	.1	.1	96.6
AR-Columbia	5	.1	.1	96.7
AR-Nevada	5	.1	.1	96.8
AR-Prairie	5	.1	.1	96.9
AR-Woodruff	5	.1	.1	97.0
TN-Shelby	5	.1	.1	97.0
TX-Cass	5	.1	.1	97.1
TX-Montgomery	5	.1	.1	97.2
AR-Jackson	4	.1	.1	97.3
AR-Lawrence	4	.1	.1	97.4

All Arkansas High School Enrollment 7th through 12th: 2004 - 2014



Top 9 Counties



Green Energy

Innovation Center

Incoming Students to Hire

Free Graduate School

Student "Adoption"

Executive Student Advocate

New College of Agriculture, Food and Renewable Resources

College of Nursing

Measure Learning – Not Classroom Time

Income-based Tuition – Community-based Projects

High School Partnerships – Prepare students for college

Athletic Marketing Director

Honor Code

Communication

Partnerships with Industry

J-Term

Child Care

Recruit "Second Career"-seekers

Administrators teach 1 course a year

Offer Financial Counseling and Training to High School Students

Leverage “Tech”

College Restructuring

College of
Agriculture,
Food and
Renewable
Resources

College
of Health
Sciences

College of
Natural
Sciences

Promote Research, Creativity, and Regional Economics

Innovation
Center

Small
Business
Incubator

Multi-
Purpose
Research
Facility

Partnerships
with Industry

Student Success

Honor
Code

Executive
Student
Advocate

High School
Partnerships
– Prepare
students for
college

Multiple
Semester
Types

Child
Care

Administrators
teach 1 course
a year

Student
“Adoption”

Student Finances

Offer Financial
Counseling and
Training to
High School
Students

Slidable
Tuition
(Income,
Program, etc)

Incoming
Students
to Hire

Graduate
Scholarships

Misc

Need for a
Communication
Study

Recruit
“Second
Career”-
seekers

Athletic
Marketing
Director