Minutes
University Planning Council

November 8, 2011 Time 4:00 – 5:15 PM
Library Multi-Purpose Room


Absent: J. Edwards, R. Gray, D. Groves, C. Rives, Monica de Los Santos (student), Colby Goodman (student), Lauren Light (student), July Danley (alum)

➢ Introduction: Committee List and Charge –
  - Distributed copies of the UPC charge as written on the University website.
  - Distributed list of UPC members. The list is not correct on Committee website, but understood that this group was approved by Dr. Dottavio and Dr. Murray. The council still needs to identify one alumni member and some vacant positions.

➢ Strategic University Plan FY 2011-2015
  - Background
    ▪ In meeting to discuss University Planning Council with Dr. Dottavio and Dr. Murray (September 21) there was a sense that over the years the plan and priorities have morphed, taking a safe route and not challenging. Current plan does not take into account the strategic enrollment plan (under development), outreach and graduate review (also under development), or the new budget advisory council. We need something like the A&M Vision 2020 plan.
    ▪ Discussion: strategic plan development has been handled as a required report that drives our activity to get the report done. The next strategic plan should be an overarching document that we use when submitting required reports. The next report that will be for 2016-2020 will be due in either Fall 2014 or Spring 2015. A collaborative, campus-wide planning process could take 18 months or more, so we can’t start too soon.
  - UPC Discussion
    ▪ Sense that the University should utilize the plan as a tool instead of a report. It is something that is used on a daily basis that guides what we do and we use it all the time. We should not just rush to get it turned in.
    ▪ Required reports for System, Coordinating Board, SACS, and so on come from this guiding document that we create. We need a guiding light document that all these other things come off of. Like A&M Vision 2020.
    ▪ Strategic planning has to be congruent with mission of the University.
    ▪ Should be student centered as well as institution centered. How did getting a college degree help our graduates? Employment rates of graduates? Are graduates successful both at Tarleton as well as after? How much are they making? These are important points. Not just retention and graduation rates.
    ▪ Needs to be in line with budget with objectives integrated with resources.
- Unless plan works within the budget then it is not going to work. It needs to be in line with resources in general.
- Plan needs to be bolder. Right now it is safe. Boldness will come from people who are not managing budgets.
- We need campus wide involvement.
- Work on ways for campus to communicate ideas. Surveys, town halls, emails, let people know how their input is being used.
- Need to reassess core values.

○ Concerns
  - There is a question of how the System planning process will change. Do not know what Chancellor Sharp will do.
  - How many people really have an opportunity to see the big picture? How does each department fit into the overall strategic plan? Does each department fit into the overall strategic plan? Who knows how we are doing on the current year’s priorities?
  - Reports are not on the same year cycle. One is a three, one is a four...

○ Ideas on how to get to a new strategic plan
  - Precursor to plan could be SWOT (strengths, weaknesses, opportunities, threats) analysis. We can address each of the components and can build them into the plan. This can tell us what we need to do to come up with effective plan.
  - We need to find out where we are on the measurements that are in place in the current plan. Most comprehensive list of stats on where we are should be on WEAVE.
  - Need to convince everyone that it is more than just a report. It is your responsibility (faculty, director, etc.) to link your goals, imperatives, and objectives up to the plan. It then becomes a tool when you can link what you did with the goals laid out.
  - Need a list of what we know right now. Noel-Levitz studies should have a lot of this. From there we can either build or recreate.
  - Might follow the model used to develop the QEP. QEP worked so well because of lots of communication and many in the committee worked very hard day and night. Work to keep everyone in the loop.
  - Get information out to the department heads and others whose input we need. Send them the questions that are going to be asked in advance so they can solicit input before coming to that leadership session.

○ Who does the plan?
  - Consultant?
    - Someone with no preconceived ideas.
    - Very expensive.
    - They “boiler-plate” it. Already have strategic plan written. They come here three or four times for two or three days. They go back to their boiler plate plans and fill in the blanks. Can they learn who we are coming here three or four times?
• Very few compliments on consultants from faculty. Faculty members felt they had just as much knowledge and were never considered as a voice or were participating for free.

• **UPC**
  • We have experts of our own.
  • It is OUR plan.
  • Is it fair to ask someone to add this to their duties for no compensation?
  • Can save a lot of money if we do it from the ground up ourselves.

➢ **Annual January Retreat**
  o Date already set and ballroom reserved for Wednesday, January 11.
  o Ideal time to kick off discussion/information for a lengthy process (18-24 months) and involve the campus.
  o SWOT at retreat and expand after the retreat?
  o Need to use some time to take stock of where we are and the progress we have made.
  o Retreat used as a starting point of what will come later, then utilize smaller groups and other communication venues to do SWOT.
  o Who should be at the retreat?
    • Currently it is VP’s, deans, academic department heads, anyone who is an account manager.
    • Ask VP’s and Deans for 10 people from each group? If you want a mix need to include managers and non-budget managers.
    • Ask for volunteers?
    • List to VP?
    • Budget managers and volunteers?
    • Last year there were about 125 people invited. This included students, alumni and community members.

➢ **Next meeting**
  o No time to meet before the week after Thanksgiving. Donna will use Doodle to identify best date/time. In general though, T/TH from 4-5 are good.
  o Send Donna questions, thoughts, ideas to discuss and get answers to bring to the next meeting. She will send minutes out along with some questions we need to consider.