1. Reports on stakeholder engagement activities in progress or already completed:
   a. Shelly Brown/Becky Gray: Held two activities for students and have two more scheduled. They are doing a SWOT analysis from the student’s perspective.
   c. Greg Ball/Janice Horak: Met with distinguished alumni. Have received four responses back out of ten. Also met with faculty and students from the Fine Arts department. A focus group with the Foundation Board is also planned.
   d. Vickie Swam/Deanna Powell/Joyce Goodman: Met with Staff Council and did SWOT analysis. They were very responsive. Toward the end of the session it was obvious there are morale issues.
   e. Darla Doty/Sabra Guerra: Did survey during homecoming at parade and reception. Asked three questions. Have not compiled the results yet. The emphasis for the alumni was quality not quantity. 15,000 students seemed to be the desired cutoff.
   f. Kim Rynearson/David Notgrass, David Weissenburger: In SWM and Waco put up easels in the halls for the students to leave feedback. The students appreciated being involved. Sundar will conduct a similar engagement for SWM faculty.
   g. Donna Savage/Linda Jones: Held focus groups at Hickman and Stephenville of graduate students. Send survey to Waco graduate students. Responses included not getting too big and recommendations for programs. Very animated in discussion. Affordability and location were very important factors to those in Fort Worth. Also held focus group with Graduate Council and prospective graduate students in Stephenville.
   h. Mike Haynes/Denise Martinez: Sent out survey to most recent graduates. Should have report by Thanksgiving.
   i. Adolfo Benavides/Alana Hefner: Plan to visit with members of the Deans’ Circles on November 16.

2. Gaps that exist in engagement of target groups
   a. Prospective students (capture students who just attended Texan Tours)
   b. High school counselors (contact through Access Texas)
   c. Administrators (separate events for academic department heads and non-academic heads)
   d. Elected officials
3. **Opportunities to close gaps in November**
   a. **High School Counselors**—Shelly Brown will talk to Laurie Gaiser for contact information on counselors and Access Texas. They can work together to come up with questions.
   b. **Prospective students**—online survey to participants at Texan Tours this fall and visitors to the Welcome Center
   c. **Administrators**—George Mollick and Theresa Davidian will talk to Academic Council. Javier Garza will set up academic department head only focus group
   d. **Elected officials and legislature**—Kyle will look for opportunities for informal conversations with them and their staff.
   e. **Community groups**
      i. SGA is having a ribbon cutting with the Chamber of Commerce, which may be a good time to talk with members of the business community. Mike Leese will check on this activity.
      ii. Noel Levitz conducted an employer survey. Diane Taylor will find results.
      iii. Rotary Club, Optimists, Lions’ Club, and other community groups have many Tarleton members. Jason Sharp will talk to members of these groups.
   f. Would like to have gap data in by Thanksgiving or soon after. All surveys need to be reviewed by the University Survey Committee for approval. They should be sent to Mike Haynes. To streamline survey development, we will create a question bank.
   g. Javier emailed a template that can be used to report engagement data. Use it if appropriate, but not required. Engagement data will be compiled and made available on the UPC website.
   h. Our strategic planning process might be of interest as a topic for presentations or papers. Mike Haynes suggested the UPC seek IRB approval. Others agreed and Mike said he would file the necessary paperwork.

4. **Sensemaking session in December**
   a. Instead of having a planning retreat for account managers in January we will hold a planning session to derive 4-6 strategic priorities from the data collected during the engagement activities. The group supported asking Dr. Pat Sanaghan to return to lead this session. The priorities that result from this session will be presented to the Executive Cabinet.
   b. Discussed holding this 1-day session early in the second week of interim (January 7-9)