STRATEGIC PLANNING AND ASSESSMENT

Minutes
HC Lecture Hall – 4/22/2014

In attendance: ☒ Daniel Bingham  ☒ Valerie Martinez
               ☒ Jeff Block            ☒ Barb McAlmond
               ☒ Michael Brown        ☒ Denise Runge
               ☒ Russ Fillner         ☒ Sandy Sacry
               ☒ Tia Kelley           ☒ Elizabeth Stearns-Sims
               ☒ Mary Lannert

Recorder: Summer Marston

• Old Business
  - 2013 Survey of New Student Engagement Results
    Present SENSE results to institution at large. Retention committee will review SENSE survey and look closer
to responses.
  - NWCCU Year Three Evaluation Debrief
    Consider engaging OCHE/two-year council in ways to collect data statewide and nationally. Agenda item for
new advisory committee. Denise discussed BOR policy to cover all state institutions during CAO call, check
with UM to see if other campuses were hit. Working on master plan came as no surprise.

• Strategic Plan-Core Themes Alignment
  Working to improve coordination and streamlining mutual objectives, strategies and metrics. Core themes and
strategic plan were done separately, need to align. Some metrics for strategic plan are vague, accreditation
more specific. Need to reconcile the docs, make the language consistent where intent of core theme is similar
enough to the strategic plan.

Wrapping up the initial project with the strategic plan. There are quite a few performance indicators that are
duplicative in different strategies. Pulling them together.

Discussed the Strategic Plan / Core Themes Alignment documents that shows where things are addressed,
duplicated, etc. Some overlap, some wording different, some more focused than other. Can match up and
determine how to streamline language. Once the Strategic Plan is updated, some things may fall away or
change. Don’t want to waste time on those things.

Core theme measurable outcomes should match up with key performance indicators. Core themes are approved
by NWCCU. Measuring on larger scale for KPIs and smaller on core themes, but using same definitions of
measurement so the subgroup still feeds into the larger group. Macro and micro coming together, using same
words. Show where we have moved a core theme into a KPI and made that become the indicator to show how
working together. Visual, could also cross-reference. Strengthen both documents.
Dashboard presentation would be good to get campus to engage, show visual of good direction/bad direction rather than numbers. Mike will create a rough version to send out to campus in visual format.

Review KPIs, give tighter measurement tool that should be a part of that KPI. Use that and the Core Themes to mesh together. Put something measurable, doable, something to aspire towards. NWCCU wants specific targets. Strategic Plan has been divided up so each person knows what they are responsible for.

Some Core Themes could be more specific. Discussed some measurements that haven’t been measured, should be done before meshing documents together. Mike will work with Mary and Continuing Ed, will bring discussion / questions to next SPA.

**Deliverables**
- Dashboard presentation would be good to get campus to engage, show visual of good direction/bad direction rather than numbers. Mike will create a rough version to send out to campus in visual format.
- Some Core Themes could be more specific. Discussed some measurements that haven’t been measured, should be done before meshing documents together. Mike will work with Mary and Continuing Ed, will bring discussion / questions to next SPA.

**Next steps:**
- Complete progress report, middle of May.
- Continue matching exercise with Strategic Plan and Core Themes.
- Discuss similarities and differences. May want to leave some distinct.