**STRATEGIC PLANNING AND ASSESSMENT**

Minutes

HC Lecture Hall – 7/22/2014

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

**Recorder:** Summer Marston

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**Old Business**
- **Continue reviewing alignment between the Strategic Plan (Goals 4-6) and Core Themes**

Changes made to the 7/22/2014 version of the Strategic Plan Matrix DRAFT:

4.3.1 **Maintain and expand continuing education programs which promote educational growth for diverse populations.**

Many indicators SP, CT broad objective. CT looking at enrollment. SP – tracking number of programs, courses, collect data on diversity (not really captured. Difficult to do. Online enrollment does not give demographics. Cannot do that. Rubric similar to gen ed diversity. Last bullet is done (surveys) and get about 50% response. Discussed tweaking or removing second bullet. Can look at age group, helpful with targeting, but not a way to track the rest. Discussed incorporating something in satisfactory survey. Want to ensure CE is meeting a broad audience. Only thing that can really be captured is age group. Because all online enrollment, cannot tweak the application. Discussed better way to measure responsiveness, on evaluation, inquiries, employer trainings. Not easy to track gender. Discussed diverse population piece, better to meet needs of population rather than specific diversity. Good opportunity to conduct a focus group, sample of Helena area rather than people who have already attended. May point campus to new direction. Discuss in advisory meetings, approach broader audience that may not be engaged in CE or WD. Third KPI bullet completely irrelevant to strategy, realign. Some rewording. Move diverse right before CE and change ‘promote’ to ‘provide.’

5.1.3 **Develop effective programs and communications to educate and develop relationships with potential donors.**

External/internal relationships also multiple KPI and broad indicator. Change ‘develop’ to ‘engage potential donors.’ All KPIs are in progress. Doesn’t need to match. Remain related. Good indication that meeting needs by engaging donors.

5.3.4 **Seek funding for student scholarships, facility enhancement, and instructional activities to improve educational opportunities and learning environments for students.**

Scholarships overlapping, but not other bullets. SPA agreed to keep separate. Look at capacity for day/night/weekend. Indicators very broad. Always collecting head count, however, appropriate access
suggests more than just numbers. Best to have same measure on both sides, providing access to people at different times and different modalities. Add SP KPI to CT side. 85% capacity based on available booths or national standards (writing functions with 23:1 ratio – can’t effectively manage more) or based on facility and classroom size. Discussed cap and physical capacity. Has to be different for different courses. Need to add something in with 85% to describe – what does it mean (seat capacity by course). Internal policy of splitting when class hits 39. Explain that measure is to see if needs a new section opens. Change ‘use that course capacity to increase offerings’ bullet. Discussed what that means for TAACCCT. If year after year at 100% and have waiting list, could probably use another. 85% comes from national standard, people start looking elsewhere because feel crowded.

Mike will work with Summer and Barb on final document. SP with progress report, MSMP cross-reference, to show how strategies and core themes match up. Need a publication to show progress and SP changes for the future, dashboard. Discuss general progress at convocation. Update to September BOR as info item. Followed up with actual publication. Unsure how many to publish – foundation members, advisory members. Make a usable working document for employees.

Mike can now start to gather data, list of data to gather 42 indicators. Will review major 5-year review. Core indicators will likely stay the same, but unsure what system will do with other types of indicators. May need to infuse system activity or connect it. Discussed maintaining MSMP, not needed for internal document, only external for Governor’s office and BOR/OCHE/Pres.

- **Retreat outcomes and impact on strategic planning**
  Discussed possible reporting out from leadership retreat and what impact that would have on SP. Activity was centered around obtaining info, open dialogue, and used info in afternoon leadership session. Currently is top-down from accreditation. Need to know what employees are saying. SP was put together bottom-up, institution wide, no core themes at that time. No mandate from BOR. Part of SP is employee satisfaction, but maybe sterile. SP will be majorly tweaked year 5.

Assessment of core themes and objectives in very important area. Some of the retreat data could be used in SP. Mike will get with Kim to figure out how to gather data, track. Retreat provided info that need to start moving forward. No concrete answer at the moment, still looking. Leadership has only had one discussion. Still needs to figure out where influencing discussions. Just haven’t had time to analyze yet. Probably will not develop strategies, but may influence somewhat. Some strategies should be reviewed by faculty every semester – maybe at January meeting, convocation, and after commencement. SP needs to be connected to budget and core themes.

Summer will send notes from SP to campus. Should be used in divisions. Faculty feedback could set up good conversation to have mid-academic year, maybe feed into greater conversation. Open doors for communication. Encourage that valuable ideas be communicated to leadership. Responsibility to students, community, and employees. Discussed if SP meeting their needs. When looking at communication and info from retreat, that area appears to be lacking aside from professional development. Discussed an all-campus meeting in January. Context is important. Leaders need to discuss with areas.