

Strategic Planning

Minutes for 10/17/14 (3:30pm)

Miller Oval

Committee Members:

Present: Tim Hilliard, Audrey, Pereira, Cathy Daggett

Absent: Sean Goodlett, Michael Nosek, Shylah Maloney (student rep)

Guests: Jay Bry, Cathy Canney, Jane Fiske, Jeff McMaster, Chris Hendry, Heidi Swift

1. Approval of Past Minutes: ***minutes approved 3-0-0***
2. **Program Growth and Development: Opportunities in GCE and the Day Unit**

Cathy Canney present: handed out slide presentation given to dept chairs –

GCE runs 5 semesters a year; Organizational Chart; only 6 undergraduate degree programs, so there is room for growth, in fact nursing is capped because there is not enough faculty; over 20 graduate programs (education being the biggest). Also lots of room for growth (based on demand) in education, but also needs more faculty to get up and running; may use a consultant to get this going, but costs about 10K to get a non-licensure early childhood education bachelor's degree.

Distance education also has a lot of potential for growth; hybrid online graduate SPED programs increased 36% enrollment from previous year without hybrid programs. Enrollments had actually be DECLINING in previous years! Increases geographic target area.

All GCE programs are managed by the academic departments which leads to the staffing issues.

Extended campus and center for professional studies is often PDPs for educators. DESE (Dept. of Education & secondary ed) has now ruled that colleges and universities do NOT have automatic authority to offer PDPs – extensive application procedure that's almost impossible to comply with.

Center for Professional Studies has potential for growth

\$220K /year on GCE marketing

Enrollments from FY 2013 pretty stable...down slightly for a couple years, but up slightly this year.

Budget: expenditures are roughly 4.5-5.0 million/year.....about 3 mil gets moved to University fund, also some to academic affairs and library fund....eventually budget is about + \$324,000/year

Cathy believes the 8 million has the potential to be 10 million eventually if new programs are developed accordingly. There is some money from some funding sources for pilot programs in things like competency-based education programs.

Jay believes we have to rethink the definition of undergraduate versus graduate instead of describing students as day or evening....cost differences and service differences don't always match.

Motions:

- 1) Develop and implement at least one new alternative undergraduate to graduate transitional degree program (4 + 1) within the five-year plan.
Motion: Audrey: Second: Cathy Daggett (6-0-3)
- 2) Develop and implement at least one new evening undergraduate degree program within the five-year plan.
Motion: Audrey: Second: Tim (6-0-3)
- 3) Develop and pilot at least one experimental program (e.g. competency-based) within the five-year plan.
- 4) Motion: Audrey: Second: Cathy (6-0-3)
- 5) Explore a closer financial alignment between day and evening programs within the five-year plan.
Motion: Audrey: Second: Cathy (6-0-3)

3. The Foundation: Financial Aid, Funding for Academic and Capital Initiatives

Chris Hendry:

Foundation has \$14.5 mill – \$12 million is restricted (\$2.5 million of unrestricted). Already do financial aid and is the primary mission of the foundation. Goal is to raise more money to help deal with additional unmet aid

Retention issues don't reflect the concerns of student issues. Goal of Foundation is to match incoming aid with outgoing needs. If more money is raised by foundation, then more aid goes to unmet need, but matching fundraising goals with a specific goal (like unmet need) is difficult without new procedures for examining fundraising money from potential sources.

Foundation doesn't fund many capital projects. We don't have a single paid-for "named" building on campus. That's where we have potential on the capital initiatives.

- a) Assess current fundraising procedures for potential improvements in targeting funds for student success.
Motion: Audrey: Second: Tim (5-0-3)
- b) Increase fundraising for scholarships, academic programmatic support and student support initiatives.
Motion: Audrey: Second: Tim (5-0-3)
- c) Aligning fundraising with the strategic plan.
- d) Motion: Audrey: Second: Tim (5-0-3)

Meeting adjourned.