

Fitchburg State University
Thursday, October 30, 2014
Strategic Planning Committee meeting
Meeting

In attendance: Jane Fiske, Jannette McMenamy , Jessica Murdoch, Jay Bry, Sean Goodlett, Randall Grometstein, Beth Walsh Michael Greenwood, Jamie Roger, Hank Parkinson, Chris Hendry, Cathy Daggett, Steve Swartz, Annette Sullivan, Meg Hoey, Karen Valeri, Christine Shane, both Kisha Tracy and Arnie via speaker phone

1. Working Group Chairs update

Randall – Academic Planning

Meeting this afternoon @ 3:30. The group has a rough draft. While they've had basic differences of opinions (conceptual v. operational), what it means to be a university, Randall is unsure of the groups' consensus. There's lots of duplication and brainstorming. Focus is on student success as well as actually graduating on time. Randall will connect with Arnie after the meeting for advice.

Beth – Community – White Paper is complete. The group will meet tomorrow @ 3:30 for final tweaks; basically they are good to go.

Michael – Admissions and Marketing - The group has completed their White Paper as well. They met yesterday to make a few minor edits.

Hank – Student Services – The group will meet later today. They are focusing on student retention and success. Looking at best practices for student success and examining resource allocation, diversity and disability services (how to serve students we have now as well as expanding services), student opportunities and learning engagement (creating better relationships between student services and faculty).

Meg – Academic Values

First draft complete and was sent to the committee. She did leave in some individual wants since they were topics of discussion all along. She doesn't necessarily agree with all that's in the draft.

Kisha – Technology - The group is working on finishing up their draft.

Cathy – Finance – The group is working on editing their draft. They are also meeting this afternoon. They are emphasizing cost containment, they had Chris Hendry at a meeting do talk about fundraising, they had Cathy Canney at a meeting to talk about GCE opportunities, and they are looking at how debt impacts the budget.

Jane “sounds like everyone is ahead of schedule.”

2. Discussion (see attached handouts)

The Vision Project; Degrees of Urgency “Why Massachusetts Needs More College Graduates Now” – October 2014

<http://www.mass.edu/visionproject/documents/2014%20Degrees%20of%20Urgency%20-%20Vision%20Project%20Annual%20Report.pdf>

Jane on Vision Project - We are very much in tune with what we are already doing. Meg mentioned the article in The Globe (Sunday) about this and how Freelander is calling for more support for higher education. Chris H. said it mentioned how public institutions are saving hundreds of millions of dollars, but as the same time needing more \$.

Jane – There are not enough college-educated people for the jobs available (“talent shortage”).

Annette mentioned how Fitchburg HS received \$11,000 to help get seniors to take the SATs.

Jannette spoke of looking at dual-enrolment and making our students’ first year smooth & consistency with integrating them into the community.

Arnie spoke of the latest Vision Project and how it’ll be very focused on the trustees’ mind. He emphasized the workforce connection. For instance the report highlights Computer Science jobs, do we need to speak to that? If funds become available, we should be ready. Jannette spoke of workforce development and how this can be a place for (SPC) sub-groups to reconcile differences regarding LA&S and program growth and development along with blending with professional programs (how the LA&S program of study prepares students well for jobs). Jannette has already seen some initiatives and we need to prioritize. Often the DHE expects us to match funds. Randall agreed it needs to be mentioned in one form or another (in the White Papers).

Annette spoke of STEM and how the upcoming students will be coming to us telling us what they want (as far as majors/careers). Public schools’ goals are all about STEM. They have increased the STEM AP exams, students should be coming in more prepared.

Chris S. Behavioral Science majors will be more scientifically focused.

Annette also raised the point of having to align students up with internships.

Jannette was at the Open House on 10/25 and spoke to a potential student and their parents about different pieces (animal studies, etc.) the potential student is interested in and the need to help guide the student to either enter graduate school when done with us or job linkages. Meg spoke of the pre-med program and how many students change their minds about becoming doctors but there are other areas then can move into. It's key to help them become aware of the discipline and where they could be heading. Randall reiterated the importance of advising (and not simply just picking classes). Meg's groups' main points are collaboration engagement, and mentoring.

- “It’s Time to Improve Academic, Not Just Administrative, Productivity” – Chronicle of Higher Education
<http://chronicle.com/article/It-s-Time-to-Improve/2222>

Regarding the article “It’s Time to Improve Academic, Not just Administrative, Productivity” from the Chronicle of Higher Education – Jane spoke of how there is a need to decrease costs, but improve quality. Page 3 talks of making things more efficiently run and using technology as a tool in education. Arnie cautioned to watch out for over-use of adjuncts as well as online cookie-cutter courses. Jane agreed that maintaining quality teaching and learning experience is most important.

- Presidential Innovation Lab (White Paper Series)
<http://www.acenet.edu/news-room/Documents/The-Students-of-the-Future.pdf>

On the third article Presidential Innovation Lab, Jane noted how it’s a summary of everything we’ve been talking about. The article has a list of challenges. Change in inevitable (online, blended learning, competency-bases learning). Student success is the point of it all.

Budgets – cross subsidies (mapping new pathways-using the business model for cost containment).

Michael G. – Student debt is exceeding consumer debt. Sean cautioned about this in that the return on investment (ROI) increases when education investment increases. Jane: we need to make it worth the students’ while to incur the debt. Jane also spoke on the article and how we need to find our niche of underserved or not served population. There is always a risk and change and we can’t be afraid to try and learn from it.

3. Timeline

- 10/31- Working Group Chairs post Rough Draft to Chair's Blackboard site
- 11/12 - Working Group Chairs meeting to provide feedback (12:30 Miller)z
- 11/13 – SPC 9:00 AM
- 11/15 - Working Group Chairs submit White Paper to JF to be posted on the Strategic Planning website
- 11/17 - Community Forum scheduled on White Papers (3:30 Hammond Lounge)
- 11/20 - Outline of key points to SPC. Overview to EPC.
- 12/4 - White Paper to SPC
- 12/5 - SPC final meeting-President's Hall (12:30-1:45, lunch provided)

4. Reminders

- a. Meeting schedule – hold open weekly meeting time just in case
- b. Working Group Chairs – next meeting Miller Oval 11/12,12:30-1:45
- c. SPC – next meeting Hammond 314, 11/13, 9-10:30
- d. Items from the floor

Meeting adjourned at 10:15 AM. Minutes by Karen Valeri