

SPC: 10/16/14

Working Group Chairs Updates:

Marketing-second draft, flushing recommendations, looking at short, middle, and long term

Finance-meeting tomorrow, wrap up the recommendations, emphasis on GCE, role of the foundation, cost containment, reduction, final meeting on the 27th, talked with Pam McCafferty--increase of Hispanic students, concerns were raised--retention, extra financial needs, discuss the financial gap, out-of-state students may not be the answer--those students would need to borrow more money, students are maximizing their financial needs, what does it mean doubling our Hispanic student

Community-discussed what community means to us, service learning/internship proposal, engagement of local community, economic development, meeting again on the 24th--will discuss first draft at this meeting

Academic Planning-meets this afternoon, discussed issues related to the library-coordinate instructional technology, attended guided pathways for success-aimed at STEM programs, create academic maps that assist students to go through a program-four years of study plans-use them, there are more opportunities for students to get into a dead end path, use the four questions over the next 5 years (missed the actual questions), focus LANS, engage in a college wide review of all programs (get an active engagement of students in the planning process)

Student Services-identified strategic items, retention, innovation based on evidence, evaluation of how SAL is structured and financed, examine and explore--resources, duplication, discussed athletics and how it fits into the bigger picture, diversity and disability--tutoring, health services, counseling, where does Student Development fit

Academic Values-first draft of white paper is completed, draft 0--went to the minutes and pulled out all the themes, created a document of what "values" means, benchmark what the commitment to these values, acknowledge resources that is attached to the plan (money, resources)

GCE Strategic Planning Survey:

meeting with department chairs(undergraduate and graduate)-focused on strategic plan-GCE and extended campus (see minutes from 10/15 meeting, talked about 4+1, winter intersession)

Discussion:

Chapter 10 Rules for the Twenty-First Century-

Define your values-don't try to be something that we are not, can't compare apples with oranges

Focus on what differentiates you-what is it that makes us unique, curriculum based, connection between liberal arts with professional study programs, this needs to be a larger conversation-inclusive, teaching institution

Establish your own brand-reputation, brand, value, price is what matters, what is our academic brand,

Don't romanticize your weakness-disconnects the institution from the community needs to thrive

Be open-

Balance faculty-centrism and student-centrism-do what is right for both groups

Use technology-enables things to happen, doesn't have to become the goal

Cut costs in half-educational quality should not be associated with spending

Define your own measures of success-tell success stories

Adopt the New Wisconsin Idea-

Timeline:

10/31 rough drafts due

11/15 submit white paper

11/17 community forum on white papers

11/20 outline key points to SPC

12/4 white paper to SPC

12/5 SPC final meeting-presidents hall