

**STRATEGIC PLANNING COMMITTEE
FULL GROUP MEETING
THURSDAY, AUGUST 21, 2014
HAMMOND TOWER ROOM 314 1:00-3:30PM**

In attendance: J. Fiske, P. Weizer, R. Scapparone, C. Hendry, K. Tracy, J. McMenemy, J. Murdoch, C. Canney, A. Sullivan, J. Roger, M. Greenwood, C. Shane, J. Bry, C. Hendry, K. Daggett, G. Feckley

Working Group Summaries and PowerPoints

Admissions & Marketing – Michael Greenwood, Chair

Discussed brand-marketing; a “One Voice” concept. The group has collected marketing information from sister institutions and there is a wide range of styles.

Academic Values – Annette Sullivan for Meg Hoey, Chair

Charge was revised to highlight the academic piece. Committee met during the summer and now will move forward with the revised charge. The issues that they have covered are important but not part of Strategic Planning.

Academic Planning – Cathy Canney for Randall Grometstein, Chair

Cathy deferred reporting on the committee’s recommendation until she received further clarification from Randall.

Community Relations – Chris Hendry for Beth Walsh, Chair

The group discussed building mutually beneficial connections between the University and the community. It is important to engage the local community to define Fitchburg State University’s place within it. It could take years but it must start somewhere through increased strategic alignment, internships, measureable long term goals and exploring the possibility of an entrepreneurial center.

Finance and Operations – Sean Goodlett, Chair, via teleconference

Discussed debt load. Enrollment has stayed somewhat level over the past few years.

Identified needs: better lobbying, aggressive marketing, esp. out of state, creation of new academic programs and creation of a framework for making cost reduction decisions. There are not many projects left from the 2007 Master Plan and, in any event we are at the State recommended limit of debt. We do not have the same opportunities to borrow to renovate academic buildings. Chris Hendry asked about private philanthropy. Sean said it should be a big part of the strategy.

Student Services - Christine Shane, Chair

The Student Services Working Group has had two full group and 4 focus group meetings over the summer. It has made amazing progress. The group has discussed branding - “Fitchburg Family”, attracting Latino students by making the University more diverse; e.g., Spanish language lessons for faculty and staff. Reinvention of the Summer Bridge program, extended service hours, competency-based learning, freshman/sophomore cohorts and the creation of a student ambassador corps were discussed. The group is investigating the funding ratio of academic v. student services as defined by NEASC. Common themes have emerged from the focus groups that will continue to be explored in future meetings.

Technology – Kisha Tracy, Chair

Can we be all things to all students who walk through the door? The group got good feedback from NEASC about distance learning. We do not have a strategic plan for it – it just evolved, *albeit* successfully. What technology does faculty want to use? There is quite a bit of crossover in the discussions across the SPC.

Jane Fiske encouraged the group to access the reports from the SPC data library and reminded the group of the professional development workshops on 8/26 and 9/2. The fall meeting schedule is every Thursday starting 9/4 9-10:30 am, HAMM 314.

Meeting ended at 3:30pm with comment from consultants via teleconference that the Working Groups are making “remarkable progress”.

Respectfully submitted,

Gail Feckley