

Fitchburg State University
Thursday, September 25, 2014
Strategic Planning Council meeting

In attendance: Jane Fiske, Jessica Murdoch, Jannette McMenemy, Chris Cratsley, Randall Grometstein, Beth Walsh, Kisha Tracy, Sean Goodlett, Michael Greenwood, Jamie Roger, Cathy Canney, Steve Swartz, Jay Bry, Cathy Daggett, Karen Valeri, Annette Sullivan

1. Working Group Chairs update

-Meg Hoey send her update (attached)

-Kisha – regarding new data system kind of changed things in her group. Beat the group to the punch. Back to thinking about online learning. Assess digital literacy of our students.

-Randall – don't meet until next week. She'll go to Academic Values this afternoon. Spent a lot of time on LA&S curriculum and recommendations regarding streamline that. Broad mission looked at a variety of aspects of that mission. Not ready to recommend yet. Adoption of GPS program will modify their recommendations as well. Institutionally digest lots of information. Generate a whole series of questions for programs.

-Michael – Admissions and Marketing – moving on to white paper. Goal to simplify / creating a procedure of centralization. We do an excellent job in marketing already. Goal of branding or rebranding. Second draft of white paper (working on). Will post.

Beth Walsh – Community Working Group – 1. Connection to community through service learning/internship 2. Engaging local community and 3. Economic development with the area surrounding FSU.

Annette – on Behalf of Meg – (summarized handout). Changed focus and despite change, persistent themes regarding faculty of future. Look at release time of faculty (how they've been beneficial to faculty/students, how it will be beneficial in the future). Student success/retention/graduation rate. Student Success Collaborative will help in this area. Values in particular to LA&S. Need to be broader, why is LA&S important and how will courses help students become citizens? PARC initiative (national and MA has bought into it). Susan Lane is our liaison. Looking at students P-16, bridging gap between K-12 and higher ed. Preparing students for college. Help provide direction for us moving forward. Kisha – both planning and values talking about LA&S are we dovetailing with Eric Budd and LA&S committee. Annette – yes, crucial, many connections moving forward. Chris Cratsley – Eric and Chris Picone have come to planning. Randall – Eric is on the distribution list for planning working group. Annette looking at values, not just specifics.

-Sean – Finance Group – 1. Net revenue increase, 2. Cost containment cost reduction 3. Debt Program growth, development and retention. Lot of potential for clear goals. Will be working with Cathy C. regarding GCE growth. Some room in day school (100-200 student growth). Improving overall retention, breaking out sub-groups (disadvantaged economically, race/ethnicity – Hispanic/African-American need to reach out to help.

-Christine is not here, Hank – finished final set of focus groups. Heard from each groups' best practices. Several themes that have come up often. Starting to pop-out what they'll be honing in on. Will get something in soon.

Jane to Arnie – keep moving along. Summary on working group chairs meeting yesterday – common theme – student success. Model Paul shared will have a huge impact. Groups are prioritizing different initiatives. How do we get more faculty to participate? Numbers low, but better in the summer. October 31st groups to have first rough draft. Paul and Jane made a presentation to the alumni association last week. Cathy – graduate program chairs to meet. Hank – haven't seen or heard much from athletics. Recently brought in Pam McCafferty's area. Annette need to involve K-12 partners. Student of the future. Cathy- Graduate students need to be involved. Annette – academic values and most committees need some input from K-12. What are the skills they come with? Randall – is that a goal we want to propose at this late date? Also, transfer students. Annette, involve community colleges. Jane, don't think operationally, think strategically. Don't get lost in operational detail components. Annette – superintendents breakfast and will get some quick feedback from them. Jannette that and PARC will be good together. Beth has talked about working more closely with local school systems. Incorporate that into overall plan. Annette, get all Superintendents from central MA. Randall coordinate more regarding recommendations to improve retention or three separate groups to give their input. Jane - Working Group Chairs have their Blackboard sites. Drafts should be posted, get a sense of overlap. Annette – we are sharing. Arnie – think big, make sure things groups think are most important are on the table.

2. Presentation – Chris Cratsley

- Guided Pathways to Success - October 10th
Information to share at working group meetings (STEM – Guided Pathways to Success). Advising tools to help students' success. FL State expert to come on October 10th. Identify meta-majors (students who can't select a major can still get in the right classes; help to guide students). Lowest graduation rates – undeclared majors. Brings faculty together to identify what meta-majors should be (what majors have similar requirements). Working with majors themselves to see clear plans of study. Four-year plans confusing to transfer students. Need relative value of courses (prerequisite importance, milestone courses). Student successes collaborate to help produce reports to help with intrusive/proactive advising. MWCC and QCC to join us at this conference. Worcester State as well. All day event, but FSU will be meeting with expert at 1; 00 PM. Jamie – Degreeworks? Chris, yes, much nicer tool with "what if analysis." Better tools for faculty and students. Jessica – accuracy? Chris – we are building/testing program plans for each major. Nuances can get lost in translation. Guided Pathways to Success could dovetail nicely where bugs can be in system while Degreeworks gets rolled out. Jane – sign up today! This is a grant-funded event, there's a link to sign up. OK to only come for part of the day. Cathy – Dale Allen promoting this as well.

- NSSE Data update
 - Academic Planning group – Chris shared this data (see handout) with Randall's group .Working with Eric Budd (LA&S Chair). 8 page report where areas where we lag behind or low reporting issues. Looking for patterns consistent with NSSE data. Two page outline (attached). Where we exceed, asterisk are noted. Randall – first table, no "*", none we were above? Chris, yes. Feel free to direct any questions to Chris. Chris will send to Jane so she can post on Blackboard.

3. Discussion

"Predicting Where Students Go"

<https://www.insidehighered.com/news/2014/09/19/colleges-now-often-rely-data-rather-gut-hunt-students>

-Jane – quick summary, everything we've been hearing about is data-driven. Who we want to recruit. Collect information and selling data to schools in order to target information on who schools want to recruit. Income, GPA, and zip codes. Think strategically regarding marketing and recruitment. Sean – dovetails with what we will be doing (data-driven). Cathy C., admissions has done things like this (to recruit what cities). Chris C. Knowing the probability of a student who is interesting in "life sciences" to see what university they'd attend. How do we pick up the gap (if students are choosing elsewhere)? Michael, businesses have been using evidence-based decision-making (using data). Opportunity to measure (to see what we value). Set course of what we value and what our culture is like. What we decide to measure shows what's important. Sean, need to be looking at targeting Hispanic population. Michael – working with students we have, increase retention and graduation rates. Do a better/more efficient job, happier students (graduating).

"Why Federal College Ratings Won't Rein in College Tuition"

http://www.nytimes.com/2014/09/21/upshot/why-federal-college-ratings-wont-rein-in-tuition.html?smid=tw-share&_r=0&abt=0002&abg=1

Jane – Tuition, what's doubling? Student debt issue, they are paying double. Is there anything we can do about this at a state level? Probably very little. Maybe lobby or really support for universities to get more support. What to do with at-risk population? Who does the ratings? Who will get more federal funds? Sean – strong feelings, a lot we can do. UMASS successful. Slogan of 50/50. No such strategy among 9 state universities. Need to be changing dynamic. Governor willing to sign off to give funding to Community Colleges and UMASS. Cathy C., US Dept. of Education to have a new rating 2015. Michael – FSU rated well in ROI (students' return on investment) report.

4. Next Meeting Agenda Items – October 2nd (Consultants on campus)

-Larry and Arnie to be on campus. Jane, do you have agenda items for them? Specific things you want provided from them? Annette, see what they were thinking and send back to group. Jane will talk with them tomorrow.

5. Reminders

a. Meeting schedule – hold open weekly meeting time just in case (will plan to meet bi-weekly)

b. Working Group Chairs – next meeting Miller Oval 10/8, 12:30-1:45

1. SPC – next meeting Hammond 314, 10/2, 9-10:30

2. Data Library – pull out information and check out articles posted

3. Keep reading!

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