

Strategic Planning Team (SPT)

Meeting Minutes

May 9, 2013

Present: O. Perez, C. Douglass, B. Wilkes, A. Motz, B. Griffin, K. Wright, V. Cavataio, L. Hella, M. Hancock, T. Guinn, C. Crespy & T. Galarowicz

Absent: J. Bentley, L. McConnell, P. Gates & S. Lawrence

1. Review Open Forum Discussions

In addition to the two open forums, Douglass and Wilkes met with Union Leadership at the Quarterly Leadership Meeting and the P & A Council. They shared the draft metrics with the group.

Douglass thanked the committee for all they have done and said that the goal of this meeting is to put the metrics “to sleep” and take them to Dr. Ross for his review. Dr. Ross and University Communications will decide how to communicate the Strategic Plan Information out to the campus.

Wilkes said that during the open forums, there were two comments that people felt strongly about and both have merit. One was that the State of Michigan has six metrics that are used for performance funding and that these should be incorporated with our metrics. The challenge is that the metrics from the State may change. Five of these are embedded in the current draft metrics. The only one that is not is the cost of attendance.

Priority 5 – the first metric regarding diversifying the revenue stream was discussed – but tuition drives our budget, so diversifying revenue may become problematic. We could consider including fundraising as a budget balancer. Right now, this is included on the draft metrics as “other” at 7.1%. We could consider replacing the word “other” with “development”.

2. Review Draft Metrics

Priority 1

It was suggested that for the recruitment of students, we should have more active recruitment engagement activities. We should begin collecting information on youth that are on campus for camps or competitions and have “purposeful reach-out plans”. There are so many opportunities to recruit students at a young age while they are visiting campus.

Priority 2

The impact factors will be refined and tracked by individual colleges. Crespy mentioned that this has its issues and won't be perfect. Douglass mentioned that only journals are included and not books.

Perez asked about the \$35M figure for external funding. Douglass said that John McGrath (VP – Research) had calculated the potential from all the colleges and that's how that number was reached. Perez was concerned about more than doubling this number from \$15M in FY 14. The \$35M number is based on who we've hired, what will happen, the new medical school and funded research.

Priority 3

There was discussion of possibly doing a short survey to gather data for this priority instead of the full Staff Satisfaction Survey. At the first open forum, the fourth metric regarding Professional Development Opportunities was discussed in detail. It was brought up that maybe we are measuring opportunity and it has nothing to do with the quality of programs that are being offered.

Priority 4

Service learning designation goes live in the fall. The Academic Internships metric was discussed, and it was questioned why the 5-year goal of >50% is less than the current trend data. Douglass was going to look into the definitions and the numbers.

Perez asked how we were going to measure the fourth metric about Health and Wellness. Hella said that the numbers on the table came from a survey conducted by an outside consultant and that the question could be built into the Staff Satisfaction Survey in the future.

An email was received from Ross Rapaport, the Director of the Counseling center in regards to this Health and Wellness metric. He would like to have both physical and mental health addressed. He was hoping that the initiative could be changed, but they have already gone through the process and been approved. The metric of physical and mental health could do under any number of priorities. The subject of mental well being is currently addressed on the Staff Satisfaction Survey. Douglass and Wilkes will put this on their list to discuss with Dr. Ross.

Hancock mentioned that people may be reluctant or hesitant to report on mental health issues. How do we publicly report a private area like this? People need to feel free and comfortable when asking for help with mental health. Wilkes suggested that maybe we revise the 4th metric to include both physical and mental health.

Douglass mentioned that we may be missing a cost of attendance metric and that maybe it could be under Priority 5. Or..the metrics that we now have will keep the cost of attendance in check, so we may be OK.

Priority 5

First metric regarding the BLM Scorecard. Information about the BLM can be found at <http://www.blmperformancetracker.com/> We discussed changing the “other” category to be “development”.

3. Next Steps/Future Meetings

Douglass and Wilkes need to meet with Dr. Ross to discuss a few issues and have him review the metrics.

Douglass mentioned that this year’s annual reports should reflect the priorities, and next year’s annual reports will reflect them even more closely.

It was determined that it is not necessary for the Strategic Planning Team to meet during the summer. Motz has cancelled the meetings that were scheduled for 5/23, 6/6, 6/20, 7/4, 7/18 & 8/1. We will determine when it is necessary to meet again in the fall, and how often we should meet. At that point, we will look at action steps and provide a summary report.

Wilkes said it will need to be determined who will be charged with gathering information and formally reporting it out. This is something that Wilkes and Douglass will discuss with Dr. Ross.

Douglass mentioned that she and Wilkes will ask President Ross about how to fill the blank data cells in the metric charts. Wilkes stated that we will not use these grids with all the blanks that now exist.

Douglass said University Communications will be responsible for getting information out to the campus community and that Dr. Ross will likely unveil the Strategic Plan at the State of the University address.

Wilkes told the group that University Communications is working on several marketing pieces including a tri-fold pocket brochure and web communications.

Wilkes stated that for annual reports and goals for next year, Dr. Ross wants a maximum of 5 goals/action steps for each priority. These will be posted to the Strategic Planning website and University Communications will announce.