

Strategic Planning Committee Meeting
March 29, 2017
CATS Conference Room
3:30-5:00pm

Members present: Dan Hanson, Adam Neveau, Robert Ingram, Brandy Van Der Kamp, Ted Harshbarger, Kristin Buscher, Emily Volker, Paul Hinrichs, Todd Simpson, Gene Beardslee, Christy Hutchison, Kelli Gardner, Mike Gerdes, Kyle Ryan, Tammie Hart, Joyce Douglas, Zak Ruei, Amy Mincer

***Review of minutes from last meeting** – no changes.

***Town Hall Feedback on Vision and Values** – Dr. Hanson reviewed the handout “Town Hall Feedback Vision/Values”, noting the need to incorporate Engagement to a greater degree. He also reviewed another handout suggesting ways Engagement might be included in each of the Mission, Vision, and Values. The committee discussed Engagement, which is certainly both what we ARE doing and what we ASPIRE to do, and how it would be best incorporated.

The committee was asked to look at the changes that had been made to the values. Dr. Hanson clarified that Resilience, although there was discussion at the Town Hall meetings about whether or not to use this word, generally received supportive feedback at the meetings.

***Refine strategies** – The committee held small group discussion with feedback as follows:

1. Increased prominence
 - a. Branding
 - i. Nationally known/ Top Persistence, Retention, Graduation in nation
 - ii. Top rated program/Regional recognition
 1. Distinctive academic programming
 - a. Full-time honors program director
 - b. Increased resources for high achieving students
 - b. Widely known for student engagement/Institutional Success is widely known
 - i. Specific Student Success Stories
 - c. Outreach
 - i. Athletics
 - ii. Cultural Center for region through (Increase in those visiting campus)
 - d. Associations/ Communities
 - i. Partnerships
 - ii. Service learning projects
 - e. Recruitment
 - i. 100% of service region high school students visited campus
 - f. Invest in town of Peru
 - g. Faculty and staff serving in leadership in national organizations

1. Preparing resources for 150 (20)more years: HR, Technology, Financial Planning, Administrative Operations, improve for a strong future.
 - a. Facilities
 - i. Financial Planning
 - b. Technology
 - i. Financial Planning
 - c. City/Businesses/Housing/Jobs
 - d. Endowment/Scholarships/jobs
 - i. Lower tuition/Affordability
 - ii. Financial independence
 - e. Enrollment
 - f. Campus Culture (employee and students)/HR
 - g. Transportation (possibly student support)

***Next Meeting Date** – April 12, 2017, 3:30-5:00pm in CATS Conference Room.