

Strategic Planning Committee Meeting
December 14, 2016
CATS Conference Room
3:30-5:00pm

Members present: Dan Hanson, Jason Hogue, Kyle Ryan, Adam Neveau, Robert Ingram, Ted Harshbarger, Zak Ruei, Kristin Buscher, Emily Volker, Tammie Hart, Paul Hinrichs, Mike Gerdes, Todd Simpson, Gene Beardslee, Joyce Douglas

Also present: Amy Mincer

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

***Review of example goals and strategies** – Dr. Hanson distributed a packet of samples from other schools, discussing the differing formats and terminology, and also the “what” and the “how”. These show broad goals (the “what”) and some communicate the objectives (the “how”) better than others. PSC has used “goals and “strategies” for terminology.

***Review and categorization of Nov. 30th brainstorming goals** – Groups were asked to review the document “SPC Goals & Strategies Brainstorming” and other resources (i.e., “Emerging Themes”) as desired in order to think about broad, top-level goals for PSC. Dr. Hanson asked the discussion groups to each develop three to five of these broad, top-level goals.

***Identification of draft top-level goals** – Feedback from the four discussion groups included the follow suggestions for top-level goals:

- Academic quality
- Engaging students in a comprehensive collegiate experience
- Transformational college experience focusing on more involvement activities
- Regional leader in education and job placement
- Psycho-social wellness
- Institutional infrastructure
- External perception
- Telling the PSC story
- Commitment to diversity and inclusion
- Commitment to engaging the community by building partnerships that strengthen the region
- Academic excellence
- Producing responsible members of society
- Preparation for life after college
- Fostering a resilient college
- Transformative student experience

The committee then grouped these goals into four broad categories:

1. Academic Quality / Excellence
2. [Psycho-Social Wellness] / Engaging students in a comprehensive collegiate experience / Transformational college experience focusing on more involvement activities / Transformative student experience
3. External [Relations] Perception / Telling the Peru State Story / Committing to engaging community by building partnerships that strengthen the region
4. [Institutional] Infrastructure / Facilities

There were also “end game”/ultimate goals identified among the list:

- Foster a resilient college
- Quality improvement
- Producing responsible, productive members of society/Preparation for life after college

Questions brought forth from discussion:

- Should “commitment to diversity and inclusion” be an end-game? There was further discussion about where diversity and inclusion should fit in the plan. Dr. Hanson asked about including “preparing for a changing service demographic” as part of the commitment to diversity and inclusion.
- Who is the audience for the plan? Dr. Hanson offered that the first audience is internal (faculty/staff/students) and then external (alumni/donors as well as the outside world).
- Should improving technology be its own broad/top-level goal or a subcategory of infrastructure? If technology is a big part of our plan, we are better able to adapt.

Dr. Hanson asked the committee to consider two additional questions in their discussions.

Feedback to each is listed:

1. What could we do that would give the institution energy?
 - Flexibility in time / feasibility to be flexible and try new things
 - Be excellent at few instead of good at many
 - Economic development / Peru, downtown, beautification / continuing the campus capital improvements / More residence halls / More housing
 - Regional hub of activity
2. What could we do that would make us distinctive?
 - Development leaders (creating leaders since 1867)
 - Capitalizing on our history
 - 1-on-1 community and relationships built
 - Changing teaching structure – group learning / team teaching / connections between curricula
 - Nothing would be as distinctive as having a completely different educational model
 - College of the Ozarks / Every student works
 - International Travel
 - Focused Student Engagement (pick one/# measured category to excel)

***Process Discussion** – At the next meeting on January 11th the committee will start looking at level two goals, in addition to coming back to the level one. Also, on January 25th, the subgroup that is working on vision and values will be bringing their report to the committee.

Note: Todd asked that Dr. Hanson might consider having the committee watch “Drive the Change 2014 or 2015” (available on YouTube).

***Next Meeting Date** – January 11, 2017, 3:30-5:00pm in CATS Conference Room.