

**Strategic Planning Committee Meeting
September 14, 2016
TJ Majors 114 and CATS Conference Room**

Members present: Dan Hanson, Jason Hogue, Greg Seay, Kyle Ryan, Adam Neveau, Robert Ingram, Brandy Van Der Kamp, Ted Harshbarger, Zak Ruei, Trey Nelson (TJ Majors only), Kristin Buscher, Emily Volker, Tammie Hart, Paul Hinrichs, Mike Gerdes, Todd Simpson, Gene Beardslee, Joyce Douglas, Christy Hutchison, Kelli Gardner, Kristi Nies

Also present: Amy Mincer

Open Session:

The Committee met in open session in TJ Majors with other campus attendees. Kristin Buscher, Director of Assessment at PSC, presented many slides with internal demographics of the institution. She asked for comments following the presentation. Some of the feedback included:

- ❖ Perhaps better retention rate in 2015 is due to that class having the higher HS grade point average.
- ❖ Noticed that the type of financial aid that has increased is “institutional”
- ❖ Surprising that 40% of our students end up transferring elsewhere within six years. Question raised about how this percentage compares to the national average and to our sister schools also. Kristin did not have that data present but can obtain it.
- ❖ Question about why students make application to PSC never intending to attend. Admissions staff present clarified that this happens often when students are completing a “practice” application (i.e., when a high school counselor has them practice)
- ❖ Curious what happened in 2013 that contributed to marked increase in enrollment. No apparent causes.
- ❖ How do the retention rates compare across the different majors? Do some perform better than others?
- ❖ We need to focus on retaining minority students in order to increase retention rates.
- ❖ Can we collect data on WHY the applicant didn’t choose PSC? This is difficult to do since they don’t tend to respond to surveys, etc.
- ❖ We only have 17 majors listed. Do we need more? Wayne State is advertising over 80 majors.

Meeting in CATS Conference:

The committee moved to CATS Conference Room to proceed with meeting agenda. Dr. Hanson thanked Kristin Buscher for her presentation of data in TJ Majors and also Amy for keeping things organized.

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

***Feedback on process from senates** – Dr. Hanson asked all to review the Strategic Planning Process document with updated items in red (black & white copies show this as light gray

instead of red). The biggest changes involve going out to departments/programs for feedback and also to community members earlier than next semester.

***Planning for October 6 & 7 SOAR discussion**

- a. SOAR Overview – Dr. Hanson showed slides on SOAR (Strengths, Opportunities, Aspirations, Results) and said at our discussions on October 6 & 7 we will be focusing on strengths, opportunities, and aspirations in large group sessions. These will be facilitated by Dr. Nancy Myers, Director of Organization Development at UNL.
- b. Questions to facilitate SOAR - Dr. Myers has asked the committee to identify four key questions to lead the conversation during the group sessions in October. Therefore, Dr. Hanson asked the committee to work in groups today to identify the top questions from a list he provided. Members split into six groups for discussion, which resulted in the following eight questions as choices:
 - 1) What do we want PSC to be in five years? What will PSC provide in five years? (14)
 - 2) What can we be best at in our students' lives? (3)
 - 3) How can we be the college of choice? (12)
 - 4) How do we define success? (2)
 - 5) What are we proud of as an organization? (11)
 - 6) How can we best meet the needs of our programs and constituents? (5)
 - 7) How do we anticipate changes in our internal and external environment? (0)
 - 8) What is it that makes PSC distinctive or what would we LIKE to make us distinctive? (11)

(Each committee member voted for their top three questions. Results of the voting are listed next to the questions.)

- c. Advance Communication – A communication plan will be needed to invite all groups to be represented at the SOAR discussion on October 6 & 7. Volunteers will also be needed to help facilitate the discussions. These items will be need to be finalized by the end of next committee meeting.

***Mission and Purposes** – With time being of interest, members were asked to review this section of the notebook for the next meeting. Dr. Hanson would like the committee to examine the mission documents and later in the process consider rewording it to fit our vision and strategic plan.

***Surveys Update** – The surveys were sent, although some didn't receive. It should now say it is being sent from a PSC email address. Dr. Hanson will be asking for a sub-group to look at the survey responses to help with vision and values.

***Next Meeting Date** - September 28, 2016, 3:30-5:00pm. Meeting will begin as open session in TJ Majors 114 and move to CATS Conference Room.