



**MEETING NOTES**  
**Monthly Meeting of Strategic Planning Task Force**  
**Thursday, December 8, 2016**  
**Heth Hall, Lower Level, 014**

**Present**

Jack Call, Co-Chair  
Kenna Colley, Co-Chair  
Holly Cline, Faculty Representative  
Jerry Kopf, Faculty Representative  
Dave Sallee, Faculty Representative  
Carter Turner, Faculty Representative  
Skip Watts, Faculty Representative  
Sandra Bond, Administrative and Professional Faculty Representative  
Eric Lovik, Administrative and Professional Faculty Representative  
Patti Williamson, Classified Staff Representative  
Nancy Artis, Alumni/Community Representative  
Jeff Price, Alumni/Community Representative  
Stephanie Ballein, At-Large Appointment  
Irvin Clark, At-Large Appointment  
Angela Joyner, At-Large Appointment  
Danny Kemp, At-Large Appointment  
Chad Reed, At-Large Appointment  
David Ridpath, At-Large Appointment  
Sherry Wallace, At-Large Appointment  
Richard Alvarez, Administrative Representative (Vice Presidents)  
Kitty McCarthy, Administrative Representative (Vice Presidents)  
Joe Scartelli, Administrative Representative (Vice Presidents)  
Ken Cox, Administrative Representative (Deans)  
Margaret Devaney, Administrative Representative (Deans)  
George Low, Administrative Representative (Deans)  
Ashley Schumaker, Administrative Liaison

**Absent**

Vicki Bierman, Faculty Representative  
Jacinda Jones, Student Representative  
Aaron Sarmiento, Student Representative  
Karen Montgomery, Classified Staff Representative  
Ebenezer Kolajo, At-Large Appointment

The meeting began at 3:00 PM with a review of the October 24, 2016 meeting notes by Task Force Co-Chairs Jack Call and Kenna Colley. Dr. Call asked that Task Force members review the provided document and advise regarding any suggested edits prior to approval. With no suggested edits, the notes were approved.

Drs. Call and Colley discussed the utilization of the OneDrive by Task Force and Subgroup members and also reviewed the speed at which the various subgroups are moving. Dr. Colley noted that, in order for the majority of the subgroups to fully engage in their work, the Mission, Vision, and Core Values Subgroup and the Challenges and Opportunities Subgroup must complete their work and submit their final reports. She noted that, at this time, a majority of subgroups remain in the initial brainstorming phase of their work, while these two subgroups are to complete their work in the coming weeks and months.

Dr. Colley noted that a representative from the Mission, Vision, and Core Values Subgroup was not in attendance and an update would be provided during the next monthly meeting of the Task Force to be held on January 11, 2017. Danny Kemp provided a report from the Challenges and Opportunities Subgroup. He highlighted the campus forums that were co-hosted with the Mission, Vision, and Core Values Subgroup and the e-mail comment period, which is currently open. He stated that 92 challenges and 95 opportunities have been identified thus far with six key areas and themes taking shape. He advised that a final report is scheduled to be completed and released in late February.

The following updates were provided by Subgroup Co-Chairs:

- It was noted that neither of the Brand Identity Co-Chairs are members of the Task Force and, therefore, not in attendance. Dr. Colley stated that they will be invited to future Task Force meetings in order to provide an update on their group's work.
- Dr. Joe Scartelli provided an overview of the Academic Excellence and Research Subgroup. He stated that the group has met once and is meeting again tomorrow to continue their brainstorming efforts. Members will be dividing into various breakouts to engage in topical, in-depth discussions.
- Dr. Irvin Clark provided an overview of the Student Success Subgroup. He stated that the group has met twice and has divided into three areas to explore the following: definition of student success; barriers to student success; and strategies for student success.
- Kitty McCarthy provided an overview of the Strategic Enrollment Growth Subgroup. She stated that the group is meeting tomorrow as a follow-up to the initial organizational meeting. She noted that the group will focus on a variety of readings leading up to the January meeting and subsequent meetings.
- Dr. George Low provided an overview of the Economic Development and Community Partnerships Subgroup. He stated that the group has met twice following the initial organizational meeting. Readings have been distributed, a campus forum has been scheduled for 3:00 PM on January 24, 2017 in the Center for the Sciences' Planetarium, and a community forum has been scheduled for 6:00 PM on January 19, 2017 at the City of Radford's Recreation Center. As part of his update, he requested the addition of an item regarding survey coordination during the next monthly meeting of the Task Force to be held on January 11, 2017.
- Dr. Holly Cline provided an overview of the Philanthropic Giving and Alumni Engagement Subgroup. She noted that the group is scheduled to hold a two-hour brainstorming session next Tuesday. Based on the initial organizational meeting, the group is currently reviewing terminology and practices, so that all members become better acquainted with the fundamental principles of their work.
- Richard Alvarez provided an overview of the Budget Subgroup. His update focused on an upcoming meeting and the anticipated adoption of an additional reporting template for providing detailed budget information. At the request of Task Force members, it was announced that the template will be uploaded on the OneDrive once approved.

Drs. Call and Colley encouraged Task Force and Subgroup members to continue reviewing the timeline in order to ensure that sufficient progress is being made. They indicated that a majority of the meetings and discussions will occur during the upcoming semester in order to provide ample time for the Budget Subgroup and the writing team.

As a result of discussion at the previous Task Force meeting, Ashley Schumaker presented the proposed website content in the form of an outline (*Attachment A*). Ms. Schumaker provided an overview of the various sections, including a main page with a welcome from the Task Force Co-Chairs and various subpages, such as Task Force, Subgroups, Resources, and Contacts. Based on discussion, Ms. Schumaker will work with University Relations staff to populate the provided outline with the identified content for presentation during the next monthly meeting of the Task Force to be held on January 11, 2017.

Dr. Call announced that the next monthly meeting of the Task Force will be held on January 11, 2017 from 10:00 AM to 11:30 AM in Heth Hall, Lower Level, 014. He also noted that any agenda items should be submitted by January 6, 2017. Agenda items can be submitted electronically to the Co-Chairs and Ashley Schumaker.

As a part of the discussion regarding future monthly meetings, the Co-Chairs asked Ashley Schumaker to prepare and distribute a Doodle poll in order to schedule the February, March, and April 2017 monthly meetings of the Task Force. Once a majority of the members have responded to the Doodle poll, a confirmation e-mail and meeting invitations will be distributed noting the date, time, and location of each meeting.

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*SCHEDULING NOTE: It is anticipated the Doodle poll will be released prior to the January 11, 2017 monthly meeting of the Task Force, and a confirmation e-mail and meeting invitations will be provided by the first day of the Spring 2017 semester.*

## Strategic Planning Website Content Outline

### **Main Page**

*Welcome from Task Force Co-Chairs*

### **Subpages (Menu Options at Left of Main Page)**

*Task Force*

*Subgroups*

*Resources*

*Contacts*

### **Subpage (Drop-Down Content Areas)**

*Task Force*

- Membership
- Meetings
  - Agendas
  - Minutes
  - Updates
  - Approved Subgroup Recommendations

*Subgroups*

- Mission, Vision and Core Values
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Final Report to Task Force
- Challenges and Opportunities
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Final Report to Task Force
- Brand Identity
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Submissions to Task Force
- Academic Excellence and Research
  - Membership
  - Agendas

- Minutes
- Updates
- Submissions to Task Force
- Student Success
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Submissions to Task Force
- Strategic Enrollment Growth
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Submissions to Task Force
- Economic Development and Community Partnerships
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Submissions to Task Force
- Philanthropic Giving and Alumni Engagement
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Submissions to Task Force
- Budget
  - Membership
  - Agendas
  - Minutes
  - Updates
  - Final Report to Task Force

*Resources*

- The Virginia Plan for Higher Education
- Radford University 7-17 Plan
- Radford University Futures Group Report
- Radford University Budget Planning Summit Recommendations

*Contacts*

- Jack Call and Kenna Colley
- Ashley Schumaker
- General E-mail