

RADFORD UNIVERSITY

MEETING NOTES

Monthly Meeting of Strategic Planning Task Force Thursday, April 13, 2017 Heth Hall, Lower Level, 043

Present

Jack Call, Co-Chair
Kenna Colley, Co-Chair
Vicki Bierman, Faculty Representative
Holly Cline, Faculty Representative
Jerry Kopf, Faculty Representative
Dave Sallee, Faculty Representative
Skip Watts, Faculty Representative
Sandra Bond, Administrative and Professional Faculty Representative
Eric Lovik, Administrative and Professional Faculty Representative
Karen Montgomery, Classified Staff 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
Ebenezer Kolajo, At-Large Appointment
Chad Reed, At-Large Appointment
David Ridpath, At-Large Appointment
Sherry Wallace, At-Large Appointment
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

Jacinda Jones, Student Representative
Aaron Sarmiento, Student Representative
Carter Turner, Faculty Representative
Richard Alvarez, Administrative Representative (Vice Presidents)

Also in attendance were the following Subgroup Co-Chairs:

Brad Bizzell, Strategic Enrollment Growth; Joe Carpenter, Brand Identity; Mike Chatham, Budget; Bruce Cunningham, Philanthropic Giving and Alumni Engagement; Jane Machin, Brand Identity; and Cassidy Urista, Student Success

The meeting began at 1:00 PM with a review of the March 16, 2017 meeting notes by Task Force Co-Chair Jack Call. 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.

Task Force Co-Chair Kenna Colley provided an update on the overall strategic planning process. She noted that all subgroups need to meet with President Hemphill in the near future. Dr. Colley advised subgroups to connect with Ashley Schumaker if they need to schedule a meeting with the President in order to provide an overview of subgroup progress and major initiatives. Dr. Colley highlighted upcoming deadlines, specifically May 15, 2017 for the overall template and July 15, 2017 for the budget template. Drs. Call and Colley encouraged subgroups to submit templates once completed rather than waiting until the deadline. Dr. Colley encouraged subgroups to engage in backward planning in order to ensure that deadlines are met. It was noted that a majority of the templates should be submitted by the established dates; however, a few additional submissions can occur early in the Fall 2017 semester.

There was a question regarding the process for completing the templates. Ashley Schumaker noted that there is some flexibility regarding the use of the template format. She noted that all subgroups will have different levels of information to be submitted dependent upon the nature of the goal and related strategies. As a result, she encouraged individuals to make notations on the template and provide any additional documentation that may be helpful to the Task Force and the writing team.

The final process update was regarding the writing team, which is being assembled. It was noted that the writing team will include a faculty member in addition to various staff members. Ashley Schumaker advised that the writing team's work will begin following a training. The purpose of the training is to provide a full briefing of the overall process and completed work. It was noted that the work of the writing team will occur over the summer months, and the group would be announced at or around May 15, 2017. There was a question regarding the role of the writing team. In response, Ashley Schumaker noted that the role of the writing team is to provide narrative around the subgroups' work and recommendations. The role of the writing team is not to change those recommendations. She noted that any changes to the subgroups' recommendations and work will occur within the framework of the Task Force.

Dr. Colley requested that subgroup co-chairs and representatives provide updates regarding their work to date:

- *Academic Excellence and Research:* The group will be meeting later today and is working through approximately 13 to 14 strategies. The group's work has been influenced by the recent survey results. The group is working to complete the required submission templates on or before the May 15, 2017 deadline. Work is to include: a goal and strategies on academic excellence; an excellent perspective on a Radford University student, including

communication skills (oral and written); and two goals under signature programs, highlighting recognition for outstanding programs in cybersecurity and healthcare.

- *Brand Identity:* The group has narrowed the broad areas of study and discussion to become more internally focused. They have asked the question of “*What are Highlanders?*” with a response of empathy, authenticity, and resiliency. The presentations and discussion have been consistent with the University’s current vision.
- *Budget:* The group has not met since the last Task Force meeting. Subgroup member Chad Reed reported that he has met with all subgroup co-chairs as part of the Six-Year Budget Plan development process. The group is eager to receive completed budget templates on or before the July 15, 2017, so that they can conclude their work.
- *Economic Development and Community Partnerships:* The group is working to narrow their focus to three main goals: providing support to the University; supporting outreach to the community; and ways in which the University can support the community. The group’s work will feature multiple goals with detailed strategies in these areas such as education and health, continuing education, and Appalachian community outreach.
- *Philanthropic Giving and Alumni Engagement:* The overall goal of the group’s work is to strengthen and grow philanthropic giving. In order to achieve this overall goal, it will be critically important to provide additional staffing and resources. The theme of “Connect, Celebrate, and Contribute” has emerged, thereby focusing on the need to develop and maintain meaningful relationships with students, graduates, alumni, and others.
- *Strategic Enrollment Growth:* The group is moving forward with one main goal: to increase overall student enrollment with annual growth throughout the five-year planning cycle. The group has been subdivided into multiple areas to focus on specific ideas and exploration. Moving forward, the utilization of data will be critically important, as well as strong partnerships across campus, especially academic affairs.
- *Student Success:* The group is working diligently to develop a total of four goals. They are focusing on the previously developed and provided definition of student success with the overall purpose of assisting students in becoming productive members of the campus community, who adapt well to the collegiate experience and all that it offers.

Ashley Schumaker noted that all future monthly meetings of the Task Force are listed on the agenda with two meetings during the month of May in order to review and accept subgroup recommendations through submitted template forms. All summer meetings will be held in Martin Hall, 3rd Floor, Board Room with a conference call option.