STRATEGIC PLANNING OVERSIGHT COMMITTEE

Minutes

Date: January 21, 2010  
Start Time: 1:07 PM  
Adjournment: 2:15 PM

Presiding:  Dr. Joseph H. Silver, Sr., Provost and Vice President for Academic Affairs

AGENDA

1. Call to Order - Dr. Silver
2. Charge to the Committee - Dr. Brown
3. Overview of the Planning Process - Dr. Silver for Mr. Patel
4. A Review of Assignments - Dr. Silver
5. Timeline for Project - Full Committee
6. Other Business
7. Adjournment

Present:
Dr. Joseph H. Silver, Sr.
Ms. Nedra Meadows, Interim Vice President, Finance and Business Services
Mr. Aristide J. Collins, Jr., Vice President, Institutional Advancement and University Relations
Dr. Marcus Shute, Vice President, Research and Sponsored Programs
Mr. Michael Lacour, Vice President, Management Services
Ms. Cynthia Buskey, Special Assistant to the President for University Operations
Dr. Sean Warner, Dean, School of Education
Dr. Isabella Finkelstein, Chair, Faculty Assembly
Ms. Gay-linn Gatewood-Jasho, President, Staff Assembly

Absent:
Dr. Jason DeSousa, Vice President, Enrollment Services and Student Affairs (excused absence)
Ms. Lucille Maugé, Chief Compliance Officer
Mr. Narendra Patel, Director, Planning, Assessment and Research (excused absence)

MEETING NOTES

✓ Dr. Silver welcomed everyone and presented Dr. Brown who gave the charge to the committee. First, Dr. Brown said that he and Dr. Silver had just left a luncheon sponsored by the Georgia Association of Black State Universities honoring Dr. Elridge McMillan. He stressed the importance of supporting this event.

Charge to the Strategic Planning Oversight Committee:

The Strategic Plan will cover three years and the Strategic Planning Oversight committee members will remain on the committee for the entire three years.
The committee will move, guide and control the process.
The committee will orchestrate the process.
The committee will stay true to the process.

This will be a fast process!
The sub-committees will have specific functions and will do most of the detail work. They are:

1. Strategic Planning Process Subcommittee
2. Strategic Plan Subcommittee
3. Budget and Strategic Plan Subcommittee
4. Assessment and Review Subcommittee
5. Communications Subcommittee

**Short-term Deliverables - before the February Board of Trustees meeting**

Orchestrate the process to arrive at core values. Convene focus groups to talk about kinds of directions we might pursue.

**May 2010**

The process should be almost complete. We will have identified initiatives and directives. We will have identified what is possible and what is not possible. Who do we want to become as related to the Mission and Value Statement. We will have identified the changes and policies that have to be addressed to move us forward to the Strategic Plan.

Consider:

- How do we define graduate faculty?
- What resources do we have for graduate programs?
- What Ph.D. programs will we enhance?
- How do we come into the 21st century?
- How do we secure external funds?

Dr. Brown finished his remarks by thanking the committee members and saying that this will not be an easy task but it is a necessary one and comes at the perfect time. Be bold and creative. Listen carefully to focus groups. We will do great things and become a greater institution.

Dr. Silver:

We have a lot on our plate but it is a doable task. We must be very focused. We are positioning the university for greatness. We must develop a plan that is very inclusive and sets the stage for the next 3-5 years. It will be the foundation of the direction the university takes in the future.

Mr. Patel gave an overview of the process at the Opening Workshop and laid out the structure of the committees and what they will need to do. It is essential that we align planning with the budget.

The plan must be realistic and linked to resource allocations if at all possible?

We must determine what the university wants to do with international education.

Within one week the Focus Groups need to be working. A focus group is defined as a microcosm of a set of people who brainstorm openly on issues that have been predetermined and issues that will arise from that discussion. The meetings must be scribed and the report sent back to the Oversight committee for vetting. These one-time meetings should be at least 2 hours long.
1. **Faculty Group**  
   Dr. Jeffrey Phillips, Liaison  
   Dr. Lynne Patten and Dr. Noran Moffett, Facilitators  
   Ms. Joyce Outler, Scribe

2. **Staff Group**  
   Mr. Michael Lacour, Liaison  
   Ms. Gay-linn Jasho and Ms. Valerie Vinson, Facilitators  
   Ms. Angela Hamm, Scribe

3. **Student Group**  
   Dr. Jason DeSousa, Liaison  
   Ms. Lauren Evette Williams, Mr. Philander Moore, Facilitators  
   Ms. Zellima Howard, Scribe

4. **External Stakeholders Group**  
   Dr. Joseph Silver, Sr., Liaison  
   Mr. Aristide Collins, Jr. and Dr. Joseph Silver, Sr., Facilitators  
   Ms. Toni Fannin and Ms. Natalie Baker, Scribes

**Focus Group Questions**

1. What should be the “Core Values” of Clark Atlanta University?  
2. How do we advance the Mission and Vision of the university?  
3. Who do we intend to become?  
4. What is the optimum size to carry out the Mission?  
5. Who are we now? Who do we want to become? How do we support our Mission and the major functions of the university?  
6. What are the strengths, weaknesses, opportunities and threats (SWOT) to Clark Atlanta University?

We want to be as inclusive as possible and maximize participation - we can put a survey with the focus group questions on the web and send a broadcast email with a link to the survey for those constituents who do not attend a focus group session.

The letter to the Focus Groups should include the following points:

1. Importance of participation.  
2. What we are trying to accomplish.  
3. Parameters.  
4. Methodology.  
5. How the information will be used.  
Next steps:

▫ Define core values
▫ SWOT analysis of core values
▫ We will meet weekly for the first month and twice a month after that. (Mr. Collins stated that he and Ms. Jasho will be traveling over the next 6 weeks and will attend committee meetings when they are on campus.)

Action Items

✓ Ms. Buskey will speak to Mr. Brinson about putting the survey on the CAU website.
✓ Dr. Silver will write the letters to the Focus Groups by noon tomorrow - January 22, 2010.
✓ Focus groups should meet by February 9.
✓ If you have ideas about how the focus groups might be orchestrated send an email to Dr. Silver.
✓ What do you think are some of the things that should be included in the environmental scan? This will explain the environment in which the strategic plan will be developed. email to Dr. Warner by noon on Thursday, January 28.

This is a huge undertaking but it is important.

The meeting was adjourned at 2:15 PM.

Next meeting: Thursday, January 28, 2010.