

MINUTES
State Board of Community Colleges
STRATEGIC PLANNING COMMITTEE
October 19, 2017 – 1:30 p.m.

COMMITTEE MEMBERS PRESENT:

Clark Twiddy, Chair	Bill McBrayer	Ann Whitford
Breeden Blackwell	Ernie Pearson	Scott Shook

Members Absent: Jerry Vaughan

OTHERS IN ATTENDANCE:

Jennifer Haygood	Chreatha Alston	Lyn Austin (NCACCT)
Maureen Little	Anne Bacon	John Bailey
Bill Schneider	John Hauser (Carteret CC)	(Hickory Daily Record)

CALL TO ORDER

Mr. Twiddy called the meeting to order at 1:30 p.m. in Room 333 of the Cuyler A. Dunbar Building at Catawba Valley Community College.

ROLL CALL

Ms. Bacon took the roll of the Strategic Planning Committee members.

ETHICS STATEMENT

Mr. Twiddy read the Ethics Awareness and Conflict of Interest Statement and asked if there were any known conflicts. None were noted.

APPROVAL OF THE AGENDA

Mr. Twiddy asked for a motion to approve the agenda for the October 19, 2017 meeting. Ms. Whitford moved to approve, Mr. McBrayer seconded, and the committee approved the agenda without change.

APPROVAL OF MINUTES

Mr. Twiddy asked for a motion to approve the minutes for the September 14, 2017 meeting. Mr. McBrayer moved to approve, Dr. Blackwell seconded, and the committee approved the minutes without change.

FOR ACTION

Draft Goals, Objectives, and Strategies (Attachment PLAN 01)

Acting President Haygood reviewed PLAN 01. The Draft Goals, Objectives, and Strategies were developed by teams of key stakeholders, including Board members, community college presidents and staff, System Office Vice Presidents, and partner representatives. The teams met at least three times, and used the environmental scanning input to determine goals, objectives, and strategies for each theme. The Board's planning retreat allowed Board members to explore the draft in more detail.

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A conversation ensued about how to best measure progress towards achieving these goals. Mr. Schneider outlined the next steps for the Key Performance Indicators (KPI) team. The team, consisting of college Institutional Effectiveness staff and System Office staff, has met twice to develop metrics for each goal, objective, and strategy. The KPI team is helping define key terms in the draft in its work to develop measures that capture the strategic planning teams' thinking. Ms. Austin asked how the KPIs relate to Performance Measures. Mr. Schneider explained that some of the Performance Measures, like graduation rates, will fold into the KPIs for the Strategic Plan. Mr. Pearson emphasized the need to track the success of Career Coaches in high schools, while Mr. Shook emphasized enrollment trends. Long-term impacts, like the previously discussed earnings gains measure, can be difficult to measure. Determining what data is needed, and how to share the data (internally, amongst colleges, publicly) will be the role of the KPI team.

The Committee also discussed how the Strategic Plan should best be used going forward. Ms. Whitford noted that the upcoming Legislative Agenda should correlate with the Strategic Plan. Acting President Haygood confirmed that this was the plan and mentioned the intention to explicitly connect items on Board Agendas to the Strategic Plan (for example, by adding a parenthesis to each Board item denoting to which goal, objective, and strategy the item relates).

After the Committee reached a consensus around the draft, Dr. Blackwell moved to endorse the direction of the draft goals, objectives, and strategies for the Strategic Plan. Ms. Whitford seconded, and the motion carried.

FOR DISCUSSION

Strategic Planning Next Steps

Acting President Haygood outlined the next steps for the Strategic Plan which include:

1. Making changes to the draft plan wording.
2. Discussing the endorsed direction of the Strategic Plan with the Presidents at their Quarterly Meeting in Asheville next week.
3. Developing KPIs for the Strategic Plan and updating performance measures.
4. Mapping out the necessary tactics to achieve the defined goals and carry out the strategies.
5. Having conversations with various stakeholders.
6. Creating deliverables for the Board to review in January and approve in February.

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NEW BUSINESS

ADJOURN

There being no other business, Mr. Twiddy asked for a motion to adjourn. Dr. Blackwell motioned, seconded by Mr. McBrayer and the committee adjourned at 2:13 p.m. following a voice vote.

Respectfully submitted,
Katherine Tamer
Recording Secretary

DRAFT