

**MINUTES**  
**State Board of Community Colleges**  
**STRATEGIC PLANNING COMMITTEE**  
**Thursday, August 16, 2018**

**STRATEGIC PLANNING COMMITTEE MEMBERS PRESENT**

Jerry Vaughan	Todd Johnson	Ann Whitford
Clark Twiddy	Burr Sullivan	

Members Absent: Breeden Blackwell

**OTHERS IN ATTENDANCE**

Pres. Peter Hans	Linda Suggs,	Anu Williams, Forsyth
Jennifer Haygood	Gates Foundation	Technical Community
Bill Schneider	Lyn Austin, NCACCT	College
Anne Bacon	Jewel Cherry, Forsyth	Kesa Jessup, Forsyth
JW Kelley	Technical Community	Technical Community
Katie Bao	College	College

**CALL TO ORDER**

Mr. Vaughan called the Strategic Planning Committee meeting to order at 1:37 p.m. in conference room 2330 Forsyth Technical Community College.

**ROLL CALL**

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

**ETHICS STATEMENT**

Mr. Twiddy read the Ethics Awareness and Conflict of Interest Statement. No conflicts noted.

**APPROVAL OF THE AGENDA**

Mr. Vaughan requested a motion to approve the August 16 meeting agenda. Ms. Whitford moved, seconded by Mr. Sullivan, and the agenda was approved by the Committee voice vote.

**APPROVAL OF MINUTES**

Mr. Vaughan requested a motion to approve the July 19, 2018 meeting minutes. Mr. Twiddy moved, seconded by Ms. Whitford, and the minutes were approved by the Committee voice vote.

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**FOR INFORMATION**

**Student Interest and Access KPIs (Attachment PLAN 01)**

Jennifer Haygood and Bill Schneider provided context about Strategic Plan Key Performance Indicators and introduced Dr. Katie Bao, a new staff member who is working on strategic plan KPIs and researching student access issues.

Dr. Bao handed out business cards with links to the charts she had prepared so committee members could further explore trends on their own:

<https://public.tableau.com/profile/katie.bao#!/>

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She used the charts to explain where we are now/past performance related to the first two KPIs for the Student Interest and Access theme:

- 1) **Dual Enrollment** (capturing students enrolled simultaneously in high school and community college) – has shown growth over time but varies by demography (race/ethnicity/gender), type of dual enrollment program (Early College vs. other), and geography.
- 2) **High School Graduate Subsequent Enrollment** (capturing the degree to which students come to community colleges after graduating from high school) – declining for most groups over time, especially for black students.

Dr. Bao explained that the data collected for these indicators will serve as baseline data, so we will be able to tell going forward if we are moving the needle toward our plan goals. (Staff will introduce the remaining KPIs to the committee over time, in future meetings.)

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**Increasing Student Interest and Access Among Recent High School Graduates at Forsyth Technical Community College (Attachment PLAN 02)**

Jennifer Haygood introduced Dr. Jewel Cherry, VP of Student Services, who introduced her team and presented on how Forsyth Tech has come together across divisions, boosting use of technology/predictive analytics, collaboration at the college, and direct engagement with students and prospective students to improve Forsyth Tech’s persistence rates and enrollment. (Presentation Title: “It Takes a Village: Engaging Students through Collaboration, Targeted Communication and Technology.”) As an example of collaborating to serve students, she explained that the day of the meeting was the first time the college implemented a “Centralized Last Chance Registration” in which staff from different buildings were convened physically in one building to make registration easier for the students. Board members expressed their appreciation for the chance to see registration in person.

Committee members and staff asked questions and engaged in discussions throughout the presentations.

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**Improving the Enrollment Process (Attachment PLAN 03); Other Updates**

Due to limited time, Dr. Kelley’s presentation and general updates will be moved to the September Strategic Planning Meeting Agenda.

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**FOR ACTION**

There were no items for action.

**NEW BUSINESS**

None.

**ADJOURN**

There being no other business, following a motion to adjourn by Mr. Johnson and a second by Mr. Sullivan, the Committee adjourned at 3:07 p.m.

Respectfully submitted,

Kelly Barretto  
Recording Secretary