

MINUTES
State Board of Community Colleges
STRATEGIC PLANNING COMMITTEE
Thursday, November 19, 2020 – 10:00 a.m.

STRATEGIC PLANNING COMMITTEE MEMBERS

Mr. Burr Sullivan, Chair	Mr. Hari Nath	Mr. Bob Stephens
Mr. Bobby Irwin, Vice Chair	Dr. Samuel Powell	Mr. Jerry Vaughan

Members Absent: Mr. Jim Rose, Mr. Jesse Watts

OTHER BOARD MEMBERS

Dr. John Hauser, NCACCP Liaison	Dr. Maria Pharr, NCACCP Liaison Ms. Ann Whitford	Dr. Catherine Edmonds Mr. William Holder Mr. David Willis
------------------------------------	--	---

OTHERS IN ATTENDANCE*

Dr. Bill Carver	Dr. Kimberly Gold	Dr. "JW" Kelley
Ms. Maureen Little	Ms. Andrea Poole	Ms. Anne Bacon
Mr. Jim Parker	Ms. Jane Stancill	Ms. Jennifer McLean
Ms. Elizabeth Grovenstein	Mr. Bryan Jenkins	Ms. Sondra Jarvis
Ms. Mary Shuping	Mr. Bill Schneider	Ms. Kelly Barretto

*Additional individuals watched on the System Office YouTube channel

CALL TO ORDER

Mr. Sullivan called the meeting to order at 10:29 a.m.

ROLL CALL

Ms. Barretto took the roll of the Strategic Planning Committee members. With six members in attendance, a quorum was present.

ETHICS STATEMENT

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

APPROVAL OF THE AGENDA AND MINUTES

Mr. Sullivan asked for a motion to jointly approve the agenda for today's meeting and the October 15, 2020 minutes. Dr. Powell made the motion to approve the agenda and October 15, 2020 minutes, Mr. Nath seconded, and the Committee approved the agenda and October 15, 2020 minutes unanimously without change.

FOR INFORMATION

Progress of Strategic Plan Tactics

Anne Bacon provided an update comparing strategic plan tactic progress in Quarters 2 and 3. Ms. Bacon discussed the pandemic's impact on the status of certain tactics, with three tactics having improved despite the pandemic, and two moving to "monitor" status. Courage to Credits (where credit for prior learning and credentials earned in the military is given) was an example of a tactic that has suffered as a

result of the need to pivot IT resources to responding to new and critical challenges created by the pandemic. Work-based learning has also been negatively impacted as the result of less participation by employers and students during the pandemic.

Ideas for Strategic Plan Additions/Modifications

Ms. Bacon discussed additional areas where the environment has changed necessitating additions and modifications to the Strategic Plan. Areas that need to be addressed include increased counseling for small business owners, expanding the teacher prep pipeline, serving students with intellectual and developmental disabilities, diversity, equity, and inclusion work, basic needs support, and safety/security of campuses.

Boosting Higher Education Enrollment and Success (Attachment PLAN 01)

Bill Schneider spoke about shifting community college enrollment in fall 2020 and reviewed slides with headcount data assessed by FTE size, minority share of curriculum headcount, prosperity zone, and county tier designation. The slides (based on raw, preliminary data accessed Nov. 12, 2020) also showed headcount data disaggregated where possible by both student and institutional characteristics.

Marketing Efforts

Jane Stancill gave an update on the marketing campaign noting it is being adapted to address enrollment decline in the pandemic age and add focus on communities hardest hit by the pandemic. The campaign website has been revamped to include new content and functionality. The Committee viewed new advertisements that are running on YouTube and social media. The campaign has received two national awards and a state award. Parents are now a target audience of a Facebook page with a tagline "TheirHireEd." COVID funding is being used through December 30. While part of funding will come from the Governor's Education Emergency Relief Fund (GEER), corporate partnerships would be beneficial to sustain the work of the campaign.

Long-term IT Strategy

Due to limited committee time, the long-term IT strategy presentation is deferred until a future Board meeting.

ADJOURN

There being no other business, a motion to adjourn was made and passed unanimously without discussion, and the Committee adjourned at 12:12 p.m.

Respectfully submitted,

Kelly Barretto
Recording Secretary