

MINUTES
STRATEGIC PLANNING COMMITTEE
February 16, 2017 – 1:30 p.m.

COMMITTEE MEMBERS PRESENT:

Darrell Saunders, Chair	Ernie Pearson	Clark Twiddy
Bobby Irwin, Vice-Chair	Scott Shook	Jerry Vaughan

Members Absent: Jimmie Ford

OTHERS IN ATTENDANCE:

Jimmie Williamson	Mary Shuping	Bill Schneider
Jennifer Haygood	Chreatha Alston	Linda Suggs (Gates Fnd.)
Maureen Little	Anne Bacon	Rebecca Tippet (Carolina Demography)
Shanté Martin	Sondra Jarvis	

CALL TO ORDER

Dr. Saunders called the meeting to order at 1:32 p.m. in the AW North Carolina Conference Room of the Caswell Building.

ROLL CALL

Ms. Jarvis took the roll of the Legislative Affairs Committee members.

ETHICS STATEMENT

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

APPROVAL OF THE AGENDA

Dr. Saunders asked for a motion to approve the agenda for the February, 2017 meeting. Mr. Irwin moved to approve, Mr. Twiddy seconded, and the committee approved the agenda without change.

APPROVAL OF THE MINUTES

Dr. Saunders requested a motion to approve the January 19, 2017 minutes. Mr. Vaughan moved to approve, Mr. Irwin seconded, and the minutes were approved by the committee as presented.

FOR INFORMATION

Presentation by Carolina Demography

Ms. Haygood introduced Dr. Rebecca Tippet from Carolina Demography. Dr. Tippet reviewed the information behind the increased demand of skills in the NC Workforce. Sixty-two percent of North Carolinians have education past high school. There is a known limitation in determining the skilled workforce without being able to track the number of degree seeking students. The attainment of higher level degrees is not distributed evenly across the state. Many of the counties in the state have less than 50% attainment. Fifty-four percent of NC

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adults with postsecondary are immigrants to the state (not born in NC). Talent has been pulled into the state, but the postsecondary natives are not as high a number. Statistics show that 41 counties within the state have had a youth drain between 2000 and 2010. There may be educational opportunities, but not employment opportunities in the areas. There is a gap of postsecondary between genders, women have been pulling away on number of attainments by age. The gender gap is consistent across all the races/ethnicity.

Dr. Tippet reviewed various factors about postsecondary students who are American born versus foreign born, gender, ethnicity, and race. She gave an overview of types of surveys that are done with the high school students through DPI and the accuracy.

Even if nothing is done, demographic changes alone could move NC closer to the goal of 67% accomplishing postsecondary education, but could stall at 64% without some changes. Dr. Tippet reviewed changes that could occur in races, gender, and focus on older adults to help reach the goal.

Based on data provided by Mr. Schneider on Continuing Education and Curriculum, Dr. Tippet shared with the committee that CU/CE enrollment rates are at a 15-year low, especially in the 18-24-year-old age group. The share of Hispanic and Asian enrollment has increased.

Ms. Haygood said the following questions need to be addressed:

- What does each college's service area look like?
- How is the market currently being served? (NCCCS & UNC data)
- How will the market change demographically in the next 5-10+ years? And what are the implications for enrollment?

Ms. Haygood said there are uncommitted State Board Funds that could be used to have Carolina Demography do further research and give recommendations. President Williamson said there is a lot of value in looking at the demographics for planning, but also from a workforce development standpoint.

FOR FUTURE ACTION

UNC Strategic Plan (Attachment PLAN 1)

Ms. Haygood directed the committee's attention to page 2 of the UNC Plan. In discussions with the Vice President of Strategic Planning at UNC, it was recommended that the education sector come up with creating a goal. Mr. Pearson stated he would support engaging with the UNC System to work together on a strategic plan to make the pipeline better and plug the gaps in the system. Chairman Shook said that we need a true assessment of what is needed moving forward.

Ms. Haygood encouraged the committee members to review the plan and let staff know if a similar format would work for the NCCCS plan.

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FOR ACTION

Strategic Planning Committee Charter (Attachment PLAN 2)

Ms. Haygood stated that Mr. Vaughan's recommendation to pull out IT to its own bullet and one minor change were the only changes to the charter since it was presented last month.

A motion was made by Mr. Pearson to approve the Strategic Planning Committee Charter as presented, seconded by Mr. Irwin, and approved via voice vote.

Strategic Planning Process (Attachment PLAN 3)

Ms. Haygood said the Strategic Planning Process would have five phases and staff hopes to get feedback on if this is an appropriate approach.

President Williamson reviewed the process and the need for a clear idea and shared information from Michael Wilkinson, CEO of Leadership Strategies, Inc. who proposed 5 compelling reasons that every organization should be involved in strategic planning.

1. To set directions and priorities
2. To get everyone on the same page
3. To simplify decision-making
4. To drive alignment
5. To communicate our message

Ms. Haygood said that staff at the System Office, would need to know the priorities for the committee. Ms. Bacon shared that the Department of Public Instruction connects agenda items back to the strategic goals. Ms. Haygood said having an agenda driven by the strategic plan would help eliminate many current agenda items which are administratively transactional that staff could deal with.

The committee discussed the focus of the plan and the need to include focus on creating jobs.

A motion was made by Mr. Twiddy to approve the Strategic Planning Process as presented, seconded by Mr. Vaughan, and approved via voice vote.

Strategic Planning Timeline (Attachment PLAN 4)

Ms. Haygood shared that after the January 2017 meeting, staff received feedback from legislators which encouraged a briefer timeline then was presented. Staff created two options for the committee consider.

A motion was made by Mr. Pearson to approve the Strategic Planning Timeline – Option B, seconded by Mr. Twiddy, and approved via voice vote.

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NEW BUSINESS

ADJOURN

There being no other business, Dr. Saunders asked for a motion to adjourn. Mr. Twiddy motioned, seconded by Mr. Irwin and the committee adjourned at 2:55 p.m. following a voice vote.

Respectfully submitted,
Sondra Jarvis
Recording Secretary

DRAFT