

**TVCC Strategic Plan Meeting  
September 11, 2009**

1. **Present:** Kay Pulley, Tina Rummel, Marshall Reeves, Rebecca Whitley, Shawna Tucker, Russell Self, Dorothy Hetmer-Hinds, Helen Reid, Charles Gann, LuAnn Bourland, Linda Luce, Wendy Mays, Mike Abbott, Janice Sutton, Jeremy McMillen, Jennifer Robertson, Colette Hilliard, David McAnally, Gayla Roberts, Charles Akin, Mary Nicholson, Mike Peek, Cliff Barrett, Reuben Austin, David Hubbard
2. **Strategic Planning** is essential for success. Serves as a framework for: decisions, securing approval, basis for more detailed planning; explains business to others in order to inform all involved (references Mary Nicholson); assists in benchmarking and performance monitoring with measurable data and (bridges the gaps between marketability and measurability).
3. Connecting past with future (which has hope in it).
4. Strategic Plan should be:
  - a. Short
  - b. Manageable
  - c. Conceptual
  - d. Directional
  - e. Visionary
  - f. Realistic
  - g. Attainable
  - h. Not just brick and mortar – connect with personnel, learning, financial growth
5. Reference Power Point (Goals span from 2011-2014)
6. The goal is to have a **new plan** for board approval by early spring 2010.
7. Everything should flow down from the Mission Statement (TVCC is a learning-centered to meet the educational needs of our students and the citizens of our service area)
8. Accountability is the key issue in Higher Education
9. April 2008 – Matrix used
10. July 2009 – Committee met to map out matrix idea.
11. Took current strategic plan and tried to plug into proposed matrix
12. Difficult to know exactly where to place each goal within the matrix- overlapping
13. Mary Nicholson expressed the fact that Tallahassee experienced similar hurdles when trying to develop the “matrix”; all future budget initiatives will be required to be tied to the strategic plan, specifically the matrix that is developed. This is a “business plan” which makes it difficult to fit all areas of the college into (specifically the administrative side)
14. Trying to create a more total picture
15. All campuses represented
16. SWOT Analysis will be done today
17. Other strategic plans – Issues
  - a. Making goals fit – too detailed
  - b. Create marketable image
  - c. Have to look at sustaining
  - d. How long will we see enrollment growth
  - e. Governor holding THECB accountable for higher education
18. Russell Self- regarding the Matrix – “does it have to make sense to an outside person or just for our use”? Response – Group consensus – it has to make sense to us so that we can justify it

from all perspectives of TVCC. Pick IDEAS or TVCC or no acronym but it has to make sense to all, make it pretty later

19. Separate values from stakeholders
20. Come up with a consensus of five major goals
21. Lone Star example
22. Key areas where we want to build
23. Community must be a big part of what we do
  - a. Foundation
  - b. Goal-Action Projects (M Nicholson.)
24. If we tie each of our goals into each area of the Administrative Services that might create more internal buy-in (J Robertson). This will provide more visibility and easier access.
25. Easier to come at it from the front (D Hubbard)
26. Make the Administrative Outcomes meaningful & flow from mission statement(K Pulley)
27. In current strategic plan there are current goals that do not touch all areas
28. We have a very different college now then when the current strategic plan was built
29. Plug in all areas of College and Community into the plan. (J McMillen)
30. Are you looking at scrapping the plan? Let's move on to creating something that works for us (C Gann)
31. Unofficial motion (L Bourland) was to scrap many hours of work on the matrix that could not be completed and be a fit for TVCC and start again. We should try to keep it simple and try not to reinvent the wheel and remember the KISS acronym Keep It Simple Sweetheart(C Barrett). The results should be the primary focus and the actions/package secondary (C Barrett). C Hilliard suggests using TVCC with the Wisconsin Model to include Community Value, Campus Value, and Teaching Value.
32. Need to focus around what we do best and that is TEACH – must have quality teachers.
33. K Pulley summarized that the idea is to start with goals and then we will worry about packaging and “beautification” after all of this work. We can free ourselves from trying to make it “fit” into the existing matrix and though it may become a new matrix, we are not focusing on making a fit.
34. Ideas for new Goals
  - a. Kay Pulley-Introduced the concept by Kelly Driskell as “Integrated Learning” as one of the key goals. It was an interesting way of talking about learning, putting the “Integrated” in it
  - b. H Reid – We measure learning by “success”, so we should consider tying success with learning
  - c. H Reid – Accountability has become key
  - d. R Austin – Are we adding a community section? – building communities (partnerships, programming, awareness of how to use our resources and training, balances, - build economic vitality of the area)
  - e. J Robertson – Development internally and externally
  - f. M Nicholson – Facility expansion
  - g. J Sutton – Provide resources for student needs to facilitate learning
  - h. M Nicholson – Preserve our heritage (important to this area – HCJC); succession plan for HR should be in place with the OLD administrators, faculty and staff.
  - i. R Self – faculty training
  - j. H Reid – engagement
  - k. M Nicholson – alternative delivery systems (innovation, diversity, technology)
  - l. C Barrett – Strategic plan should have defensive and offensive component

- m. J McMillen – financial responsibility and research allocation (seeking new resources – particularly because we are more competitive)
  - n. Student Support Services
  - o. Succession Planning
  - p. Competitive/Alternate Funding
  - q. Awareness
  - r. Improve what you have
  - s. Anticipate future trends
35. SWOT analysis introduced
36. Strengths of TVCC
- a. K Driskell- experience of faculty
  - b. C Akin – support of community
  - c. C Akin – structure of schedule is gravitating to earlier times in the day
  - d. J Robertson – dedication of faculty/staff
  - e. D McAnally – value (least expensive with most product)
  - f. L Bourland – Programs that we offer (nursing, cosmetology, etc.)
  - g. C Gann – value of our tax base should be perpetual (ad valorem tax)
  - h. H Reid – accountability (audits/accreditation/mandated reports)
  - i. J McMillen – student centered
  - j. M Nicholson – Development Director and Grant Director (new employees – weaknesses) and IT services dedication
  - k. J McMillen – leader in VCT and online learning
  - l. Awareness of experienced faculty
  - m. Sustainability
  - n. Fiscally Sound
37. Weaknesses of TVCC
- a. D Hubbard-Student services being overworked with the increase in student enrollment (Financial Aid)
  - b. L Luce – veterans program changing
  - c. H Reid – part time instructor pay
  - d. C Gann – lack of focus on where we are allocating our financial commitments
  - e. C Hilliard – age of faculty and staff (loss of history and knowledge base)
  - f. C Gann/C Akin – increased student loads for faculty
  - g. R Austin – facilities (if we don't have a place to put the students)
  - h. M Peek – demographics (Hispanics) and population overgrowth – our local population is getting older, so we will have to increase our recruitment efforts to maintain enrollment
  - i. J McMillen – lack of resources for student activities (i.e. physical facilities)
  - j. H Reid – grants
  - k. R Self – partnerships with universities
  - l. R Austin – community partnerships
  - m. D McAnally – missing partnerships with community, business alliance(like at PJC)
  - n. L Bourland – public school partnerships
  - o. M Peek – 4 day work week (crammed facilities)
  - p. Salaries
  - q. Class size and section load
38. Opportunities –
- a. J Robertson – master building plan
  - b. Schedule Flexibility

- c. Programs for aging communities
  - d. Partnerships with Universities
  - e. Outreach to Diverse cultures
  - f. Community Partnerships with IDS – ECHS
39. Threats –
- a. R Austin – ever changing economy
  - b. D McAnally – private competition
  - c. C Hilliard – federal and state legislature
  - d. R Self – community perceptions of TVCC
  - e. M Abbott – significant change in technology advancements and maintenance (spam, viruses, etc.) increase costs to technology budget
  - f. Academic challenge for under prepared students
  - g. Service area agreements being violated
40. M Reeves – strategic planning cycle/timeline explanation (team formation ->creation ->implementation->measurement->adjustment-> begin again
- a. Software
    - i. Microsoft Project
    - ii. SharePoint Server
41. K Pulley –
- a. summary of our progress from today (determine 5 or 6 key goals)
  - b. Reference to templates distributed
  - c. How do we proceed? – begin on the 5 or 6 key goals in meeting of 9/25
  - d. General consensus – reconvene in 2 weeks
42. Keep communication flowing and activities moving