TVCC Strategic Plan Meeting
October 16, 2009

1. Present: Kay Pulley, Tina Rummel, Marshall Reeves, Rebecca Whitley, Shawna Tucker, Helen Reid, Kelly Driskell, Janice Sutton, Mike Abbott, Jeremy McMillen, Linda Luce, David McAnally, Gayla Roberts, LouAnne Bourland, Colette Hilliard

2. Kay welcomed everyone, thanked the Steering Committee and posed the question, "How do we measure what we are coming up with?"

3. 9/25/09 minutes were reviewed and approved.

4. Report on the University of Wisconsin (Golden Arrows) – Marshall
   We wanted to know what they did with their strategic plan graphic model, and how did they gather data. The answer is that they have not gathered data to date but have hired someone to begin working on measures.

5. Changes to consider with Goals and Foundation – Kay
   After each Strategic Planning meeting, the steering committee (Kay, Tina, Marshall and Shawna) has looked at the ideas generated and created/considered a number of different models to present to the committee. It seems more reasonable to switch the original foundation and goals to reflect the following:

   Our Goals: Enhance Learning – Enhance College – Enhance Communities
   From Goals to Foundation: Learning/Success – Innovation – Development – Awareness - Diversity

6. Updates on original graphics and high level goals - Tina
   a. Text Goals
   b. Looked at "arrows" model adapted from University of Wisconsin's model; ran into problems when putting text/goals in it; problems with where to put certain things like "diversity" and "outreach". Asked the committee for ideas and suggestions.
   c. K Pulley – Our 4 current main goals are learning, outreach, success and diversity and we are already measuring these things
   d. H Reid – Aren't outreach and awareness the same?
   e. C Hilliard – Agrees awareness and outreach under development and growth. Diversity happening throughout our area and state.
   f. L Bourland – Diversity is a part of it all; likes it as a value

7. Introduce Pyramid Model – Marshall
   a. Excellence should be what we are striving for at all times. Only 3 goals but several ways to measure them.

b. G Roberts – Likes the pyramid; much easier to see
c. H Reid – Our mission should be "quality" not success
d. Tie in data definitions, learning outcomes, just doing the LEAPS is not enough. Include it in data driven aspect of the college. LEAPS have just been evaluated; fits in at the base of the pyramid.
e. M Reeves – "Our Mission" level is our minimum to achieve

8. Inclusiveness/Diversity Decision
    a. K Pulley – Asked which model the committee likes; several people like the simplicity of the pyramid
    b. K Pulley – Asked if the Pyramid Model takes care of the problem with inclusiveness/diversity?
    c. L Bourland – We need a model that looks good, is easy to explain, and is usable and measurable. Success refers to succeeding
    d. M Reeves – "Success" mission to handle goals
    e. H Reid – You don't make your mission "success"
    f. C Hilliard – Agreed that success as your mission is nebulous
    g. K Driskell – Our focus is not quality – but student success; do all of our goals not point to success?
    h. K Pulley – Then should we make our mission "student success"?
    i. T Rummel – Could success be added to the TVCC Mission Statement?
    j. K Pulley – Any learning college event ends up referring to student success; there is a big shift toward student success.
    k. K Driskell – Our mission does not need to be just "student" success because we want to be successful in other areas as well.
    l. H Reid – Our mission statement says nothing about success.
    m. K Pulley – Asked if everyone was more comfortable with the model change to the pyramid; majority said yes.
    n. J McMillen – Hard to see how this is going to play out with our programs, etc.
    o. K Driskell – Using the pyramid from a LEAPS standpoint, seems to be more practical and easier to follow.
    p. J McMillen – Richland College has used the same strategic plan for 20 years – Teaching, Learning, Community building; these are easy to remember and are things that resonant with us. Really likes the three words.
    q. M Reeves – This is how we will identify how we measure these goals – innovate, sustain, diversify.
    r. K Pulley – Is there a better way to phrase our mission; do we need to change success to quality?
    s. C Hilliard – Why do we need "Our Mission Is"; take away the words that are tripping up everyone.
    t. D McAnally – Take out the "our mission is success."
    u. T Rummel – Just leave in the mission statement.
    v. K Pulley – Difference between Excellence and Success; THECB website, form changed – recognition.

w. J McMillen – Likes concept of goals and that we are going to be successful; maybe move mission down to bottom and that it all flows from there – foundational.

x. H Reid – Our Mission is Success does not match our mission statement.

y. K Pulley – Excellence, Success, Innovate, Diversify as foundation goals?

z. C Hilliard – Activities, Actions, Strategies and this is how we measure them.

aa. K Driskell – Don't see that all of them are activities.

bb. H Reid – Functions maybe instead of activities.

cc. M Reeves – Foundation is the plan for the college

dd. M Abbott – Some are not interconnected. How are we going to tie it all to our goals? Student services and technology or finance are not the same.

ee. M Reeves – Looking at this as your plan (technology), how did you succeed? Perhaps – enhanced the student experience.

ff. M Abbott – Student Engagement, Finance, and Student Services – some go together; can we show we are moving to these goals?

gg. C Hilliard – All goals and measures relate as to the enhancement of the college.

hh. K Pulley – Reminded everyone of the Administrative Outcomes and how it all relates. Create a drop down box for Administrative Outcomes; create a similar flow. Breakdowns in terms of measurable entities. Good time now to look at data definitions.

ii. M Abbott – Community Life – all inclusive.

9. Strategic Planning – Marshall

a. Table of contents of strategic plan. Breakdown of Pyramid Goals. Then took sub-goals (pg. 12), measures in previous plan and resorted to fit under headings for pyramid. Already measuring these and just shifted them in the new model.

b. K Pulley – "QEP" dictated much of last plan.

c. M Reeves – Things we are already measuring.

d. M Abbott – Technology does enhance college but doesn't it also enhance student life?

e. M Reeves – Trying to get to a point to have subgroups; working on three main goals to look at subcomponents to determine actions and measures. Reaccreditation.

f. K Pulley – look at data definition (pg. 14).

g. M Reeves – Way to represent it – how we succeed or not.

h. C Hilliard – We need to determine what our year is so our data is really relevant; fall to summer, January to December, etc. Take things we all have to do that is already there and pull it all into one central place. So we are all pulling measures/data in the same way.

i. J McMillen – Pull data you have already compiled. Align with accountability measures at the state level. Develop data definitions that we use locally. Funding based off of performance is where we are probably headed.

j. C Hilliard – All should be using the same time frame; need to define it.

k. M Reeves – We are always a year behind and we always look at fall.

l. D McAnally – Annual data profiles are 2 years behind; wage data and placement.

m. C Hilliard - Assess and use data locally; it's more up to date than state, etc. because we have all the #'s and info all the time.

n. T Rummel – We need consistency.

o. K Pulley – As much consistency as we can get.

p. J McMillen – Technology is so important, we need it somewhere.

q. K Driskell - Technology in and of itself does not offer success or meet any of those goals but it "enhances" and "supports" all of the goals.

10. Red Bird Report Card – Kay

a. In addition to Administrative Outcomes (annually) we need to have this quarterly reporting system online. A way to capture accomplishments not included in Administrative Outcomes. A way to toot your own horn. A central repository.

b. G Roberts – Likes this report as a way to let everyone know what she is doing in Community Services.

c. H Reid – Take out E(xcellent), S(atisfactory), N(eeds Improvement), U(nsatisfactory).

d. M Abbott – People aren't going to report things that aren't positive. Use the report card to show "milestones."

e. K Pulley – This would be used only internally.

f. G Roberts – Wants to report everything; either maintaining or moving forward.

g. H Reid – Likes only reporting new stuff.

h. L Bourland – Instead of Excellent, Satisfactory, Needs Improvement and Unsatisfactory use AIMS. A-accomplish; I-improved; M-maintained; S- survived, suspended, ???

i. K Pulley – If you put M – then no need for comments; only comments on improved or new things.

j. C Hilliard – Shouldn't we only need to report new, satisfactory things?

k. K Driskell – No need to report doing your job; there's not enough time.

l. T Rummel – This report is for things that we cannot typically measure.

m. M Reeves – Purpose is for when we finish data definitions; we can build a narrative saying we had a great year at TVCC.

n. K Driskell – No need for "maintaining."

o. J Sutton – These descriptions are for everyone?

p. T Rummel – This will provide a way to collect the sort of information that is in the President's fact sheet and we can probably set something up that uses pull down menus and text boxes for entering information.

q. K Pulley – Information should be collected by department so we can sift it into manageable chunks.

r. K Pulley – Let's take the pyramid graphic and the Red Bird Report Form back to our offices and mark them up for our next meeting.

s. J McMillen – Suggested that it would be good if we kept the Red Bird Report information in a manner that allowed it to be used by the submitting department for use in other required reports.

t. K Driskell – If we don't make the entry page for Red Bird Report easy to find on the website people won't make entries.

u. J McMillen – We could just give this a trial run for a quarter to see if it works.

v. C Hilliard – There could be problems with allowing too much access for making entries.

w. J McMillen – If we make the system to rigid or hard to use it might reduce the number of entries.

x. K Driskell – We need a TVCC blog for sharing information.

y. K Pulley – Lets work on the Pyramid graphic and Red Bird Report format for out next meeting at 09:30 on 6 November.

z. H Reid – Does the president approve of the direction we are going on this?

aa. K Pulley – All products we create are going to the president.

bb. J McMillen – Is the 1 March date for delivery to the President or to the Board?

cc. K Pulley – To the president.

dd. J McMillen – Have we looked into having focus groups with the various communities on the plan?

ee. T Rummel – Comments overheard outside the strategic planning committee meeting indicate that some in the various affected communities feel awkward about commenting because they have a lack of knowledge about the strategic plan or planning process.

ff. K Pulley – We are trying to balance everyone's needs. When we get a more coherent product we can present it to the community for comment. The Red Bird report portion will focus on the things that don't get coverage in our regular data collection effort.

gg. J McMillen – We need to present the plan to the student senate to see what they think.

hh. K Pulley – We'd like for committee members to spread information about what we are working on with the folks in their department and bring back comments, but we also need to focus on turning our work into a document we can put in the president's hand on March 1st.