TVCC Strategic Plan Meeting
November 6, 2009

1. <u>Present</u>: Shawna Tucker, Marshall Reeves, Tina Rummel, Sam Hurley, Keri Launius, Jerry King, Jennifer Robertson, Jeremy McMillen, Wendy Mays, Dorothy Hetmer-Hinds, Mike Abbott, Janice Sutton, Colette Hilliard, LuAnne Bourland, Gayla Roberts, Linda Luce, Charlie Akin, David McAnally, Kelly Driskell, Glendon Forgey, Kay Pulley, Rebecca Whitley

2. Reviewed and approved minutes from the 10/16 meeting. Motion to approve by Jeremy McMillen and seconded by Mike Abbott.

3. Kay Pulley opened the meeting with request for committee to review the "wave" template vs. the pyramid approach, focusing on the way that the goals are outlined on the bottom of the template. Reminding us that the goals need to be measurable, Kay mentioned that the foundations and goals were changed to ensure this measurability.

4. The pyramid concept was considered in which Marshall grouped some of the areas with the actual goal. The transformation to the "DRAFT" pyramid was presented, acknowledging the addition of Distance Education, which is interwoven into other areas. Do we have all of our major areas (employees) covered somewhere in the pyramid?
   a. Measurements were added to the perimeter of the pyramid and the colors were changed to distinguish it from the "Food Pyramid". Special emphasis was given to the color red. Red must be positive for us. Like we are on Fire! "Outcome" was added to data. Wording is flexible: (i.e. sustain, diversity, etc.) "Measurements" were added to the side indicating our LEAPS and other measurements.
   b. G Roberts noted that this would be easy for us to explain to people outside of the college.
   c. L Bourland likes the concept of the "blocks" at the bottom (outcome data and innovate/sustain/ diversity) make it look nice.
   d. Define what this means – targets met = success, going above our targets = excellence.
   e. Pyramid structure makes the graphic flow together
   f. Outcome Data – very important
   g. Innovate
   h. Student success – ultimate goal
   i. K Pulley – Not that there isn't a crossover – all areas are connected
   j. C Akin – "Should we put "something" to tie together the white boxes and indicate their interconnectedness?
   k. J Robertson – marketability this makes it easy to convey our mission statement and empowers the employees
   l. K Pulley – If all are comfortable with this – focus groups. Requests that we take the "DRAFT" version of the pyramid and show it to anyone and everyone, requesting that they "sign" and provide feedback (are there questions, issues, suggestions, etc.). This is a working model. Mike Peek will be presenting it to the student senate for student input and suggestions. Is there anything that we are missing? Is everyone comfortable with goals? All know LEAPS process is in place.

5. Kay Pulley – New reporting system (red bird report card) has been "reworked" with suggestions that have been made. Now, the quarterly report is entitled Red Bird Achievement Report, allowing employees to add quarterly to this report to showcase achievements made during the respective time period, such as extended hours, added staff, new programs, facilities. How can we best keep up with all of the information of people that are being successful or excelling? What terminology, though, do we use (excel, succeed, etc)? Online system has been created that can be updated at any time during the quarter. Challenge to this system is the organizational or reporting units. How detailed to we go with the reporting areas? Who will be responsible for reporting these successes? Terminology again – stakeholders, overall rating instead of grades, organizational areas or reporting units. Type in a record for all info to report.
    a. J Robertson wants to know if we can incorporate the "green, red, yellow signal" concept to note things that are in progress from one quarter to another.
    b. M Reeves – This concept started because our annual data missed a lot of areas. Thinks that this should translate to narrative report available annually that will provide us information of our successes.
    c. G Roberts – Very good for Community Services

6. Kay Pulley requests that she receive a "narrative" description of what we, individually, will be responsible for? This could relieve complications based on duplications or omissions. Example given was 4.1.9. Must determine who will be doing the reporting.
    a. K Driskell confirmed the need. Suggested it not be people to far up the chain but also not too far down - Division chairs would be good
    b. M Reeves – there is no "one location" that entails what each unit is doing individually. Therefore, by outlining the responsibilities of each organization, this might serve as a "pat on the back". This list is actually a way for everything to be compiled.
    c. T Rummel – this is a good place to put some of the new programs
    d. L Bourland – requested clarification of 4.15 (Provost of Terrell Campus) – does EVERYTHING that happens in Terrell get reported under that category?
    e. J McMillen – Referenced K Driskell's organization and suggested that it be broken down by level (i.e. Darla Mansfield to report Cardette successes, etc.)
    f. K Pulley – if we don't put that we are "maintaining", we run in to the issue of when someone doesn't report of whether or not that confirms that there was nothing to report or they actually didn't choose to report it. Do we add a category of "maintaining"
    g. K Driskell doesn't want to include "maintaining" because that adds another dimension for faculty to report.
    h. C Hilliard – When the report comes out after the first time, then positive peer pressure will cause all of the organizational units to report their excellence….so do we want to report the first year on a semi-annual basis?
    i. J McMillen – quarters don't coincide with academic year, so this may be awkward for instructors….so go with one reporting system and leave it alone. Secondly, there is overlap that cuts across all campuses (i.e. dual credit coordinator, developmental education, etc.)
    j. C Akin – thinks that whoever is responsible for that organization, should be responsible for reporting since, for example, Keri won't ever know all that goes on with all of the high schools.
    k. L Luce – could you link them and have more than one person responsible
    l. J McMillen – can we incorporate a sub-area to encompass these issues?

m. M Reeves – much of this can be taken care of in the editing process when it is compiled. We can take advantage of one more year of our reporting that we can use as a trial run.
n. K Driskell – will IR read EVERY single entry?
o. M Reeves – YES; T Rummel agrees that this will be difficult
p. D McAnally – can we include a check box that indicates the campus?
q. G Robertson – don't forget about non-credit types of things that are often forgotten within different divisions.
r. K Pulley – Don't forget about Faculty recognition and awards that also need to be included. We are thinking of ways to include this. We can do a trial run, but the more drop down boxes that we can incorporate, the easier for the individual to complete when entering information.
s. J McMillen – hot topics and themes will probably be easily identified.
t. K Pulley – are we on the right track---using "achievement" instead of grade report?
u. K Pulley – what about our web presence on the work that the department is doing? Should it be linked to the IR website? Do you want to have access to more items or are you pleased with what we have printed?
v. K Pulley - We need continued input on this process as the only other option we have for meeting is 2 weeks from today with the semester quickly wrapping up. The next meeting will be on November 20th.

   3 Action Items to complete before 11/20 meeting:
   (a) Please bring back the pyramid with people's signature and comments.
   (b) Begin to jot down what you do---with respect to the department and the area, what are your responsibilities?
   (c) Look at the red bird achievement report and make suggestions or comments.

w. J McMillen – how will we accommodate for the things that more than 1 department works together to do? Who will get the credit? How can this be handled?
x. T Rummel – we can handle many responses: choose one, choose many, etc.
y. C Hilliard – Tell you what program or area you want under your reporting unit.
z. J Robertson – Would like to see "inclusion" added to the values as they have started a concept of including that in her department. She wants to keep diversity there and add inclusion to it as they are 2 separate topics.
aa. K Pulley – anything else? Questions? Comments? Concerns? Are you feeling positive about where we are? 1st of March is our goal to have Dr. Forgey a new strategic plan finalized to present to the board of trustees.
bb. K Pulley - From here – we take measurable data and plug them it into this new model. The goal will be to drill down into the model and make it make sense with our data. We want to line things up to flow down from Mission Statement. Please make note of any suggestions.