

**TVCC Strategic Plan Meeting  
November 20, 2009**

1. Present: Shawna Tucker, Marshall Reeves, Tina Rummel, Sam Hurley, Wendy Mays, Colette Hilliard, Charlie Akin, Kelly Driskell, Kay Pulley, Mike Abbott, Myles Pennington, Janice Sutton, Jerry King, David McAnally, Helen Reid, Dorothy Hetmer-Hinds, Charles Gann
2. Reviewed and approved minutes from the 11/14 meeting. Motion to approve minutes by David McAnally and seconded by Kelly Driskell and Colette Hilliard.
3. "Homework" of signatures was discussed. Some members need additional time to gather their signatures. Colette passed her plan around at the basketball game. Feedback from "outside" committee: like the inclusion of community life, the bright colors. Constructive criticism - too complicated with all of the text on the sides. Should it be data driven? Should we change the explanation of it or order of it?
  - a. Myles Pennington – requested information for path for growth or strategy for growth or is it outside the scope of the plan?
  - b. K Pulley – it is in the scope of the plan. Kay gave background of the last strategic plan that we had without much graphics-which was completed for reaccreditation and not necessarily for the public or for marketing use. This didn't serve the needs of the foundation or the marketing people. Therefore, we had no place to showcase our "excellence" or growth. Additionally, we have a new mission statement and the learning outcomes, administrative outcomes, etc. have never been aligned to create a streamlined strategic plan.
  - c. M Pennington – the way that you have target, ultimate goal "excellence", mission statement that leads to "excellence" makes sense. However, he was unable to discern the flow or how the capacity for growth is exhibited.
  - d. K Pulley – blue – includes every part of the college; green is our action items;
  - e. M Pennington – can you point to me what activities can point to marketing?
  - f. K Pulley – that would be under "enhancing college".
  - g. C Akin – why is the mission statement where it is?
  - h. K Pulley – We thought about taking it out, but didn't know what to replace it with in the yellow row. If we put the mission statement at the bottom, and we "fail" to meet our mission, then everyone will have to EXCEL to elevate above the mission statement (lower row). Mission establishes "who you are" as a college. Therefore, all of the assessment and data that we gather feeds in to the mission. The mission is where everyone "meets" together as we are all striving to fulfill the mission of the college.
  - i. H Reid – this is just something new that we have to get used to.
  - j. T Rummel – some complain that it is too wordy.
  - k. K Pulley – at this point, we are so far in this process that any comments need to be accompanied by viable suggestions.
  - l. J King – is it confusing that "TVCC strives for state, regional, or national recognition, ..."? Is our ultimate goal to achieve the mission statement or to strive for "...state, regional, or national recognition"?
  - m. K Pulley – has not heard that---if anything, she has heard that mission statement might go at the bottom.
  - n. J Sutton – shouldn't mission statement be our ultimate goal?

- o. M Pennington – in business world, the mission statement should typically be your ultimate goal?
  - p. J King – not saying that “TVCC strives for state, ....” doesn’t need to be there. It should not be at the top of our pyramid. The top level is a description (value – Myles) of what we do, but NOT the criteria for what we are striving for.
  - q. K Pulley – do we need to change anything on the side of mission statement “student success”? Is that verbiage still the ultimate mission? Will the quarterly redbird report replace the top piece?
  - r. K Driskell- without the top piece, this illustrates that we still are finding success even if we don’t go “above” mission statement.
  - s. Consensus among the group – to go to 3 levels and “knock the top off”. Colette likes the perimeter of the top, take out the wording inside and replace it with a logo.
  - t. D McAnally – could you combine those in the next lower level? (Student success with excellence)?
  - u. H Reid – Can we remove “statement” from “mission statement”?
  - v. M Pennington – mission statement doesn’t necessarily address the athletic and extra-curricular activities. Does it need to since it is in the community/student life? If that is part of the goals that have been discussed, should we include it specifically in mission statement?
  - w. J King – extra-curricular not necessarily part of our overall mission at the college.
  - x. C Hilliard – it falls down with community/outreach, not necessarily a mission...enhancement to get to the others.
  - y. K Pulley – looking at the mission statements of other colleges, athletics/extra-curricular activities have not been specified in the mission statement. “Student success or learning center” are the catch phrases in the educational arena today. Though this is a business plan, we have to make it fit into an educational plan.
  - z. K Pulley – are you comfortable with collapsing the top two rows, keeping the wording on the perimeter and possibly putting a logo in that place.
4. Kay Pulley– discussed departmental responsibilities - what does your department do? If we do it for you, then we’ll get your attention before you do it..... Marshall used the job descriptions from the HR webpage. He will include bookmarks as time permits and map the pyramid to reformat automatically.
- a. H Reid – what is the purpose of job description/responsibilities?
5. Kay Pulley– to do red bird reporting (CARDS database), responsibilities must be clearly outlined so as to determine who is responsible for inputting what data. Who becomes a reporting entity and is responsible for quarterly reporting. Also, to define who the departments are and what they do. We are asked to go to the link and identify “our area” and verify the accuracy and note any changes or revisions or suggestions.
- a. M Abbott – The description (open text) on the red bird achievement report is a concern in how we are going to get this dialogue into usable, quantifiable data.
  - b. K Pulley – we have thought about it and are considering incorporating more “drop-down” boxes.
  - c. M Abbott – Do we need another field above description that would be a short “title” so that immediately you see that “we uploaded software”, etc. leaving the purpose of the description to further discuss the accomplishment. Also, limit the “description” to a short “tweet-like” character.
  - d. K Driskell – I like the idea of a “headline” box.

- e. M Abbott – what about the size of the description and the implementation of a limit on number of characters. We would focus on a summary for the description and a “headline” format for the title. Perhaps 30 or 40 characters would suffice for the description summary. Anything beyond that, it makes it difficult to glance through in a reporting fashion and it becomes a narrative.
  - f. H Reid – what is the purpose of the “overall grade”?
  - g. K Pulley – we can eliminate that since we are doing away with the top of the pyramid.
  - h. K Driskell – I thought that this was only for when we went above and beyond when our area was successful. I like the idea of only inputting information for those things in which we go above and beyond what we are called to do.
  - i. M Reeves – This began as an attempt to capture the good things that are happening that don’t tie directly to a LEAP or A/O.
  - j. H Reid – the president needs to be able to tell the community specific items that are “newsworthy”, which could be generated from the red bird achievement report.
  - k. K Pulley – Do you see any other changes to the drop down box format for the red bird achievement report? Demonstration of the drop-down menu was given showing organizational areas leading to administrative services area, etc.
  - l. K Driskell gave suggestions of how to simply reporting issues.
  - m. K Pulley – this is part of what we are trying to accomplish with reporting quarterly in this format. Go to the red bird report link and see if you are “covered” here and all of the people for whom you are responsible. Other comments? We will do a trial run on this and we will learn as we go. What quarterly reporting system do we use? 9/1-11/30; 12/1-2/28; 3/1-5/31; 6/1-8/31 is the way that the state reporting system falls (Colette).
6. Kay Pulley - From LI meeting, how do our LEAPS and AO fit into the new concept of our strategic plan? Marshall has been working on mapping the graphic to the text version of the strategic plan. The ultimate goal is to have an html version on the website mapped so that you can scroll over any component of the pyramid and click on it to take it to the respective section of the plan. He has also included section numbers on the graphic to tie the LEAPS and AO to the strategic plan document.
7. Kay Pulley – we are completing the loop so that everyone (from the bottom up) will know that they are feeding in to the success of the students. TVCC is further along than MANY, but not as far along as a few. We are able to help those who are “just beginning” this task. Wharton has hired a full-time assessment person who works entirely with academics that meet with faculty on a day-to-day basis and help them generate their “LEAPS”.
- a. K Pulley – Web presence redesign needs to be addressed by Myles.
8. Myles Pennington – as a department, we are moving to empower departments and faculty to be able to maintain your own websites without any understanding or knowledge or need for special software (dreamweaver, frontpage) and you need no programming skills. You can upload text, graphics and easily maintain/update your webpage. Flexibility is less than that of dreamweaver. One department at a time, this process will be implemented. Every department has unique needs, thus needing customization in this process. He is strictly customizing software. Control of what the user puts out there is a management issue, not IT level. Redesign of homepage will include deletion of left-navigation and put it across the top. Department level will have left navigation as the sub-navigation for your department (not college wide). Organization is going to be based

upon ease of navigation concept. Also the presentation and layout of each department will be similar.

- a. K Pulley – Because of the transition in webpage redesign, we opted to link our strategic planning page to the IR page.
9. Kay Pulley closed the meeting noting all of the involvement by the various committee members. January 22, 2010 will be our next meeting. There is not a lot of time once we return from the Christmas holidays before our March 1<sup>st</sup> deadline of presenting our new strategic plan.
10. Meeting adjourned at 10:55 a.m.