

**TVCC Strategic Plan Meeting
January 22, 2010**

1. Present: Shawna Tucker, Marshall Reeves, Tina Rummel, Wendy Mays, Helen Reid, Janice Sutton, Jean McSpadden, Dorothy Hinds, David McAnally, Gayla Roberts, Charlie Akin, Linda Luce, Jerry King, Jennifer Robertson, Kelly Driskell, Jeremy McMillen, Mike Abbott, Mary Nicholson, Kay Pulley, Cliff Barrett
2. Board agenda item for 1/25/10 to consider if Board wants staff to make any changes to the current TVCC mission statement.
3. Reviewed changes made to pyramid (3rd graphic model). Is it something that will work in terms of graphic design? Brian Spurling made one suggested change to font in three sections of model.
 - a. K Pulley elaborated on specifics of graphic pyramid and noted that action units anchor pyramid and mission statement is in prominent position of pyramid. It is very important that "outside" parties be able to review this and not experience confusion. We need to be able to "sell" this model, so if there are any changes to be made we need to do so quickly.
 - b. C Barrett questioned the differences between the terms on the right side vs. the terms on the left side. Kay explained that the left side terms represent the "values" and the right side terms are more descriptive of the actual measurement (research portion) targets.
 - c. K Driskell asked if we should include terms "values" and "measurements" in light of C Barrett's question. Perhaps this would provide further clarification. J Robertson agrees that this suggestion would add definition. K Pulley asks if "research" or "accountability" on the right side and "values" on the left side would be appropriate. Perhaps we could extend another perimeter to add words "core values" and "accountability" on the respective sides.
 - d. T Rummel clarified that the items on the left represent everything we do while the right side describes the measurements of our actions.
 - e. C Barrett asked "what does outcome data" mean? M Reeves thinks we should change it to "desired outcomes" to be more self-explanatory. J McSpadden argues that "outcome data" is not a value. H Reid asked if we could consider using "assessment". K Pulley suggests that we could move "outcome data" to other side in addition to "measurements". M Nicholson suggests that we don't have any words on one side of the pyramid to alleviate confusion and expand the other side, using only one side of the pyramid. J King reminded us that if we start moving some of the words around, the continuity of the pyramid is affected. J McMillen suggested that if we have 3 values, use them along all 3 sides of the perimeter or we could delete it all together and include the values in narrative form. The group consensus is to do away with the perimeter as it detracts from the pyramid and it is really for TVCC's benefit and not the community. J McMillen suggested that we remove these descriptors and place them in our internal document.
 - f. C Barrett questioned the meaning of the word "units" in the base "action units". Maybe we should remove the word "units" and leave "Actions". Maybe use "Action areas".
4. Kay Pulley tabled the suggestions of wording "actions" and moved to defining action units by strategic planning goal chart.

- a. K Pulley reminded us of the importance that anyone affiliated with the college be included under at least one section of the chart and noting the possibility of “cross-over” between roles. This chart will assist us in designating “ownership” and responsibility of reporting process and developing goals that will span at least 4 years in which the outcome relates to the action units and satisfies our mission statement with proper alignment and data outcomes. It is still important to tie action units to LEAPS and AOs and develop 4-year goals in an aligned fashion. We understand that we can’t achieve full alignment and there will be some pieces that don’t “fit”, but generally our goal will be to start from the mission statement and flow down to AO and LEAPS and vice versa to give validity and meaning to the strategic plan. The goal is to achieve connectivity.
 - b. K Pulley provided illustration of implementing action unit under goal of enhanced learning.
 - c. J King asked Kay to clarify how often this must be done.
 - d. K Pulley said that the overall is a 4-year plan that is measured and evaluated annually. J McSpadden asked about the action unit outcome and Kay clarified.
 - e. C Barrett indicated that the external portion need not include the details of the operations of the college and thinks that the pyramid needs to be presented in as simple of a manner as possible for public consumption. K Pulley reminded us that the legislators are tying our hands and requiring data be provided to substantiate that we are doing what we are supposed to be doing in higher education.
 - f. J McMillen suggests that we might include a statement or two to “operationally define” terms that may not be self-explanatory to public audience. (This suggestion was made based on Cliff’s acknowledgement that he does not know what student engagement means).
 - g. K Pulley reminded us that some of our current areas have big holes and gaps that are not being measured as opposed to other of our areas in which we are so concentrated with data.
 - h. A strategic plan sets us up for 4 years and we need to be mindful when developing our LEAPS or AOs that we must measure them and consider them for 4 year periods.
 - i. LEAPS were discussed. The Gen. Ed. Committee is evaluating LEAPS.
 - j. M Reeves reminded us to stay focused when trying to report items from a data management perspective (i.e. one-to-one or one-to-many).
 - k. Assignment of Responsibilities determined
5. Recap with pyramid flow by Kay Pulley. Anything that we do that aligns this is more than we had to start with.
 6. Creating a Red Bird Achievement Report to keep up with achievements and accomplishments. (Latest “Fact” pamphlet copy given) The Red Bird Report will update information for “Fact” pamphlets and sheets.
 - a. K Pulley directed us to a website created for us to do a trial run on this reporting process. Submit Red Bird Report information.
 - b. Develop one major 4 year goal by February 5, 2010.
 - c. Look over the Strategic Plan copy provided, especially sections 4 & 5.
 7. Next meeting date will be February 5th at 9:00 a.m. in cafeteria conference room.