

**TVCC Strategic Plan Meeting
February 5, 2010**

1. Present: Charlie Akin, Jennifer Robertson, Marshall Reeves, Wendy Mays, Kay Pulley, Janice Sutton, Jerry King, Jean McSpadden, Rip Drumgoole, Dorothy Hetmer-Hinds, Kelly Driskell, Mary Nicholson, Tina Rummel, Joyce Helberg, Shawna Tucker, Cliff Barrett, Jeremy McMillan, David McAnally, Helen Reid, Audrey Hawkins, Glendon Forgey, Charles Gann, LuAnne Bourland
2. Review minutes from 1/22/10 and 11/20/09. Two changes were recommended. Jeremy McMillen moved to approve the minutes and David McAnally seconded the motion.
3. Last week, K Pulley and T Rummel visited with the J McSpadden's Administrative Services team to provide understanding of the scope of this project with very positive outcome.
4. The TVCC Board is reviewing the current mission statement, at the request of Dr. Forgey. They are considering it carefully and ensuring that it aligns with their focus for TVCC. If we have fulfilled our mission, we have produced quality academic and workforce programs to meet the needs of our students and our community.
5. Kay Pulley presented revised version of graphic, pointing out that the "values" were placed at the bottom of the pyramid. She requested feedback on the revisions, asking is this concise for "external consumption".
 - a. K Pulley requested a "vote" to approve the 3rd (external) model that has been developed. J McSpadden made a motion to adopt the current model and M Reeves seconded it. All members of committee present approved the TVCC External Pyramid Model unanimously.
 - b. K Pulley has been approached by faculty members as to why the mission statement was not at the bottom. Her response is that we have to measure everything we are doing and we can't always exceed our targets. She wanted us to understand that we may have to defend this argument, explaining that we can't always exceed our mission and if it were located on the bottom, graphically, it would appear as though we were needing to always move "above" the mission.
 - c. TVCC Internal Pyramid Model was introduced. This is for the benefit of employees of TVCC. The difference between this and the external model is that the internal model includes the descriptors on the sides of the pyramid, noting the inclusion of aspirations and accountability.
 - d. H Reid questioned whether it was necessary to have both an internal and external model. K Pulley explained that while we aren't required to do so, it will assist us in the reporting aspect and providing clarity for us internally to provide data. Discussion on internal vs. external (i.e. does that include faculty?) model presentation.
 - e. K Pulley asked for any suggestions to the internal model. J McMillen asked why we wouldn't have the core values placed on the bottom of the pyramid. K Pulley asked for suggestions as to what we could replace stressing innovation, sustainability, and inclusion with - if we moved these core values to match the external model. K Driskell suggested "established goals based on core values". Helen suggested to remove the "side descriptors" and add them in the narrative since this is to be used for internal purposes. Jean agreed with Helen. Charlie Akin reminded us that this is for internal purposes only and would provide deeper understanding to those within TVCC who have not been involved in the development of this strategic plan. Kay reminded us of what happened at SACS visit in 2006 when the question was posed "is this all that you have".

Therefore, the concept of the graphic model has evolved, and we added the side notes to provide deeper understanding for those to report data.

6. Action areas were discussed in which the departments will be responsible for reporting data. Therefore, Audrey Hawkins and Joyce Helberg have been invited to attend this meeting so that clarity can be provided on expectations that will be placed upon them when reporting the action areas.
 - a. K Driskell questioned C Barrett as to the terminology of “action areas” vs. “action units” and he concurred that it provides clarity in external setting. Our desire is that every employee at TVCC “fits” in at least one “action area” on the pyramid.
 - b. K Pulley directed us to the Strategic Plan Section 4 – Stakeholder Responsibilities and asked us to review our specific responsibilities. M Nicholson – the Director of Projects and Grants has been moved to report to VP of Instruction and Director of Development has a new title. J Sutton reminded Kay (under 4.8) that the LRC does not do LEAPS. T Rummel requested that any revisions be written on their draft and turned in to her office. A single copy of this document was passed around for individuals to make their requested revisions. The purpose of this document is to describe how each individual “ties into” the plan and how everyone is connected.
 - c. K Pulley again applauded the Administrative Services team for being proactive and meeting with her and T Rummel to iron out details and responsibilities of individuals in this department.
 - d. A Hawkins asked about clarification on some job responsibilities under VP of Student Services and Kay provided it.
7. J McMillen questioned the ultimate goal of Section 4 of the document and wanted clarification on how specific it should be. M Reeves explained that he tried to minimize the individuals involved so as to avoid too many having access to direct reporting (creating confusion). Within some of the 15 groups, there may be more individuals reporting than in others.
 - a. J McMillen asked about the addition of Strategic Outcomes (SO), M Reeves explained that it is necessary for the 4 year reporting, but it should be tied to the current AO and LEAPS.
 - b. K Driskell is concerned about the confusion that might result in the depth of reporting and J Sutton clarified that her interpretation was that the Strategic Outcomes would be reported by the 15 groups. J King concurred that the Strategic Outcomes are the 4 year plan while the LEAPS/AO are annually reported.
 - c. K Pulley indicated that her department can go in and define each department as requested by the administrator in the respective 15 groups.
 - d. K Driskell is concerned with the wording and inclusion of the word “LEAPS” for departments that are not required to submit LEAPS. K Pulley wants us to rewrite our respective areas and feel comfortable with our area and specifically, who will be responsible for LEAPS, AOs, etc.
 - e. Strategic Plan Section 5 – Strategic Planning Goals, Action Areas and Outcomes (Strategic Outcome Workshop) lists names of the Action Area Leaders who will be responsible for developing at least 1 goal for the respective areas for the next 4 years. K Pulley directed us to a printed form (also available on TVCC website) for each of the people responsible for an SO to develop 1 goal (within the next week) to submit so that we will have at least 15 Strategic Outcomes. Helen wanted clarification on the 2 lists entitled Action Area Leaders and TVCC Administrative Units.
 - f. M Reeves indicated that because of the overlap of different action areas each have the potential to reach to different departments, the TVCC Administrative Units list was needed. J Sutton asked if this was a continuous process in which we can edit or add SO at any time. Kay said no,

it will not be an ongoing process. Our desire is to have all of the SOs listed and generated no later than 2/19/10. Jerry asked when we will reevaluate the SO and was told that it would be done on an annual basis with the same cycle as the AO reporting.

8. Red Bird Report Update – 8 entries for 1st quarter and 6 entries for 2nd quarter. Users who have made entries have reported that it is very user friendly.
9. Next meeting scheduled for 2/19/10 at 9:30 a.m. Individuals are asked to submit at least one SO within a week so that at the next meeting, we can have a rough draft of the strategic plan. Meeting was adjourned at 10:19 a.m.