

**Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015**

**In attendance:** David McAnally, Jennifer Robertson, Marshall Reeves, Jeffrey Watson, Kelley Townsend, Bob Lumpkins, Karla Bryan, Jean McSpadden, David Graem, Algia Allen, Jerry King, Glendon Forgey, Michael Felty, Jay Kinzer, Colette Hilliard, Mary Nicholson, Katie McElroy, and Tina Rummel.

- Tina Rummel opened the meeting at 9:33 AM asking for a motion to approve the minutes from Friday, November 7, 2014 meeting. Dr. King approved minutes from Friday, November 7, 2014 meeting and Jean McSpadden seconded.  
Tina discussed the 2011-2014 Strategic Plan Action Area Outcomes Data Report noting the results information on the first page. Special attention was given to the fact that 25 were met, 21 were not met and 4 were 70%-99%. Tina mentioned that in speaking with some of the committee members the data in this report can be helpful in planning the new action area outcomes and indicated in the development of new action area outcomes to make sure they are measurable by including baseline data.
- Dr. King presented Section 1 that included the revised TVCC Mission Statement and TVCC Statement of Purpose that the subcommittee worked on prior to the meeting. He stated that both were within the SACSCOC guidelines of what a mission statement and statement of purpose should be and indicated that SACSCOC was going to use our mission statement and statement of purpose to determine if TVCC is doing what it states it is doing. He also presented the Valley Way and suggested replacing the Core Values section of the plan with “The Valley Way”. The committee took a vote and unanimously agreed on the proposed TVCC Mission Statement, and Statement of Purpose to present to the Board of Trustees at its February, 2015 board meeting. After much discussion, the committee also unanimously agreed to replace the Core Values with The Valley Way since it is our Service Standards at TVCC.
  - Proposed new TVCC Mission Statement would read as follows: *Trinity Valley Community College is a learning-centered college that provides quality academic, workforce, college preparatory, student support, and community service programs that prepare and empower students for success and promote and enhance life-long learning for all communities served.*
  - Proposed TVCC Statement of Purpose would read as follows: *The TVCC Statement of Purpose is determined in statute identified in the Texas Education Code, Section 130.003, which states that the charge of each public community college shall be to provide:*
    - Technical programs up to two-years in length leading to associate degree or certificates;
    - Vocational programs leading directly to employment in semi-skilled or skilled occupations;
    - Freshman or sophomore courses in arts and sciences;
    - Continuing adult education programs for occupational or cultural upgrading;
    - Compensatory education programs designed to fulfill commitment of an admissions policy allowing the enrollment of disadvantaged students;
    - A continuing program of counseling and guidance designed to assist students in achieving their individual educational goals;
    - Workforce development program designed to meet local and statewide needs;
    - Adult literacy and other basic skills programs for adults; and
    - Such other purposes as may be prescribed by the Texas Higher Education Coordinating Board for post-secondary education in Texas.

Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015

- The Valley Way
  - **Value** – We will value our students and understand that without them we would not be here.
  - **Accountability** – We will hold ourselves and each other accountable.
  - **Lasting Traditions** – We will continue to have pride in our institution, while we pursue excellence for both colleagues and students.
  - **Learning Environment** – We will foster a safe and inclusive learning environment in which our students and staff feel respected by, and connected to, one another.
  - **Ethical Behavior** – We will choose to be ethical in all of our dealings.
  - **You First** – We will value individuality and the opinions of others. Every voice has the right to be heard, and every word will be spoken with respect.
- Tina Rummel presented the work of the sub-committee on behalf of Wendy Mays who chaired the Core Curriculum and General Education Philosophy.
  - The core curriculum at Trinity Valley Community College provides students with a solid foundation of knowledge and skills which will assist them throughout life. The core is based upon developing competencies in oral and written communication, critical thinking, personal responsibility, social responsibility, empirical and quantitative reasoning, and teamwork. The core encompasses a breadth of content and courses ranging from the humanities and liberal arts to the social and natural sciences and from the visual and performing arts to mathematics and computer science. In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. These goals are:
    - 1) to communicate clearly and effectively in both oral and written English.
    - 2) to improve reading skills focused on comprehending, analyzing, interpreting and evaluate printed materials.
    - 3) to understand mathematical information and utilize mathematical skills.
    - 4) to demonstrate qualitative and quantitative critical thinking skills.
    - 5) to understand and appreciate cultural and ethnic diversity.
    - 6) to utilize computer based technology in accessing information, solving problems and communicating.
    - 7) to recognize and evaluate artistic achievements in the visual and performing arts.
    - 8) to improve basic understanding of political, economic, and social systems.
    - 9) to demonstrate knowledge of the physical universe and living systems.
    - 10) to develop skills and strategies to become an engaged learner.

Based upon the knowledge and skills gained through the core curriculum and general education program at Trinity Valley Community College, students should be more prepared to be informed and productive citizens as well as lifelong learners.
- Marshall Reeves indicated that action area outcomes and LEAPs were based on the old core and general education goals, and the new core did not cover computer literacy as it had been taken out of the core, but that the goals do address it. The committee unanimously agreed that the Core Curriculum and General Education Philosophy be accepted as presented.

Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015

- Jean McSpadden, chair and Jennifer Robertson presented the subcommittee work of Section 3, 4, and Appendix A, which included edits to TVCC Board Policy AE(LOCAL). Jennifer Robertson stated that HR has taken over the organizational chart and structure and are continuously updating it as needed. Jean McSpadden discussed the Strategic Planning Action Team Roles and Responsibilities, and that a lot of work had been completed. She also indicated that due to recent board approved changes in IT that HR was working with VP of IT on job descriptions, etc. The work will be presented at the next meeting.
- Subcommittee chairs presented progress on Section 5.1: Enhance Learning
  - Dr. Kinzer reported the progress of the Student Engagement and Student Services subcommittees and that they had nine members that met and were making good progress on their action area outcomes and are working really close with the academic success side of the house to bridge the gaps and look at studies. Tina Rummel indicated that Blake Williamson had called her to ask questions. Tina Rummel asked Dr. Kinzer to go ahead and address Student Life, and Blake Williamson and Mary Nicholson have been working on those areas.
  - Dr. Hilliard reported the progress of the Academic Success subcommittee work and indicated that they are limited to certain data, and are in the process of looking into reporting more comprehensive data for their action area outcomes with looking at data with AA graduates, due to changes that are going on with public schools. We may need to look at AA graduates at TDCJ, they don't transfer availability and we need to see how we can use that data to show what we can do with the data to show what we are doing and not just look at just state data. Tina indicated that the state looks at FTFT and not part-time students.
  - David McAnally reported the progress of the Workforce Success subcommittee and indicated the changes they wished to make on their action area outcomes would be as follows:
    - 5.1.4.1. – Achieve, or maintain state licensure rates at 90% or above, as documented by the Texas Higher Education Coordinating Board and Perkins Data Resources Report.
    - 5.1.4.2. – Increase graduates completion of Marketable Skill Awards programs by 5% (in total) as measured by the CBM00M reports over the four-year strategic planning period with 2015 used for the baseline data point.
    - 5.1.4.3. – Increase the numbers of graduates in workforce education programs by 3% (in total) over the four-year strategic planning period with 2015 as the baseline data point. Data source is the certified THECB enrollment and graduation reports.
    - 5.1.4.4. – Maintain an average of 85% or more of workforce education program completers (four-year average) that are either employed or pursuing additional education within one year of graduation (with the exception of new programs which received Coordinating Board approval or were first offered within the last three years) as evidenced by the Texas Higher Education Coordinating Board Annual Perkins Data Resources Report.
    - Added 5.1.4.5. – Increase dual-credit contact hours in CTE-Workforce Education courses in area high schools by 5% (total) over the four-year strategic planning period with 2015 used for the baseline data point.

Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015

- Dr. Forgey questioned how it would affect the new training program in Palestine and comply with House Bill 5. David McAnally, Dr. Hilliard, and Dr. King explained different ways that it could be reported. Dr. Forgey will be checking on getting Marketable Skill Awards added to the measurement of student success. Dr. Kinzer questioned how reporting 5.1.4.4. was done. The committee discussed different ways TVCC were able to track students: surveys, phone calls, emails, websites, Gradcast.
- Karla Bryan reported the progress of the Learning Resources action area outcomes and discussed not being comfortable using survey data and would rather use the actual numbers. She explained a program that will show what students are interested in to better provide them with what their interests are. She also stated that their content manager would be updated.
- Tina and Dr. Kinzer discussed other Learning Resources that could be noted under this section other than the Library, and used the Cardinal Success Center as an example, since it is a resource for students with tutoring, computer lab accessibility, etc.
- Subcommittee chairs presented progress on Section 5.2: Enhance the College.
  - Jean McSpadden asked for clarification regarding Section 1.2, Core Values and wanted to verify that the committee agreed to replace Core Values with The Valley Way, and the committee voted and agreed the Core Values would become The Valley Way in the new plan, and that a link could be used in the place of the three words
  - Jean McSpadden reported the progress of the action area outcomes for Business Services, Finance, Facilities Management, and Human Resources; she stated that this area was still a work in progress because of the purchase of an ERP system.
  - Tina Rummel reported the progress of the action area outcomes for Information Technology for Mike Abbott and discussed that it was still a work in progress due to his recent organizational changes and also discussed the various new training sessions and committees that have been formed.
- Subcommittee chairs presented progress on Section 5.3: Enhance the Community.
  - Mary Nicholson discussed the subcommittee work in the area of Enhance Community Life, and Development; she discussed her thoughts and ideas on what a community is to her and said the subcommittee looked at it more globally and feel like we may be missing the boat, the community we serve is far more than just external community, it encompasses employees and students as well. Mary said the problem is, how would you tie this back to a specific goal that you have to report? They were hoping to expand the language a bit, if this committee so thought to increase other communities we serve and the way we serve each other, and how we expand our communications with each other. We thought about it being classified into three categories:
    - **Students** - Facilitate increased student access to educational opportunities, retention, program completion and success after graduation; Strengthen student service programs, activities and organizations that maximize student learning, leadership, teamwork and good citizenship.
      - Student engagement and retention
      - Leadership and service learning opportunities
      - Friends of the Cardinals
      - Student Government, PTK, student organizations
      - Alumni engagement and activities

**Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015**

- **Employees** - Enhance organizational strength and performance through education and training, leadership development, increased communication, employee acknowledgment, and the participation in strategic planning to improve the effectiveness of programs, services and operations.
      - Faculty Senate representation
      - Non-Faculty Council representation
      - College Council representation
      - Demonstrate and promote the “Valley Way”
      - Cardinal Cares Award
      - Longevity Awards
      - College events
      - Ensure strong and viable organization
      - Employee tuition scholarship awards
    - **Local Communities** - Strengthen our communities through collaborative partnerships, workforce and economic development initiatives, promotion and appreciation of cultural diversity and by serving as a resource for cultural enrichment.
      - Community partnerships
      - Financial resources for scholarships
      - Workforce and economic development
      - Job training, skills development, employability skills, lifelong learning
      - Workforce Solutions partnership
      - Small Business Development Center
      - Social and cultural impact on communities
      - Gold card for seniors
      - Sporting events
      - Fine and performing arts events
- Mary Nicholson shared that some of the items we’ve already discussed in Section 2 with the mission and statement of purpose, but she also said we were looking at a possible mission statement of Transform Lives; Enrich Communities, but since the mission has already been approved, maybe we could use this as a marketing tool. Tina Rummel indicated maybe it could be our theme, and Dr. Kinzer said he thought it was a good idea for promoting the strategic plan because this is what we really do and it is exciting stuff. But Dr. King said just do not tie it to the mission, purpose, or vision and just use it as a marketing advertisement.
- Jean McSpadden said she thinks that we always focus on the hard parts of HR and that she and Jennifer were talking about incorporating some of the softer things that HR entails. Jennifer Robertson talked about enhancing employee training. Tina Rummel asked Jennifer Robertson if she thought it could be cross-listed under Enhance Communities and Enhance the College, and Jennifer said absolutely.
- Dr. King requested the sub-committee do some regrouping and revising and bringing final version to next meeting for a vote on how to incorporate Transform Lives; Enrich Communities could be used, the committee thought it was great, and Jean McSpadden she really liked the transform lives. Dr. Allen asked did we have to measure it, how do you measure transform lives, but if we are just using it as a theme. Marshall Reeves indicated if it wasn’t our mission

**Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015**

statement and just a logo, he didn't think we needed to measure it. Suggestions were to use as a marketing measure and it not be tied to the mission or statement of purpose.

- Jean McSpadden discussed replacing CORE VALUES on the pyramid and wanted to be clear that we were doing away with it and the words sustainability-innovation-inclusiveness (Sec 1.2) and that it would be replaced with The Valley Way. Tina asked should we put a link and everyone agreed we should.
- Colette Hilliard reported the progress of the action area outcomes for Outreach. She discussed enrollment and how she was working on finding different and more comprehensive ways to measure it; we do not have control over the economy, and how it affects enrollment. Tina indicated that four of those could be changing to different goals.
- David McAnally presented Community Services progress of the action area outcomes for Gayla Roberts and reported that the Community Services Department name changed to Continuing and Workforce Education Department. There was confusion about "Community Services" and how that title is used and who leads the various sections of 5.3. A request was sent forward that the name of the Community Services Department be changed to something more descriptive of the role that it serves at TVCC. The request was acted on promptly and the name of the department changed.
- New Strategic non-credit long term goals and areas for action area outcomes for continuing and workforce education were presented as follows:
  - One new workforce training program will be developed by 2019--a collaborative effort by the Continuing and Workforce Education Dean, the Palestine Provost, the Terrell Provost, the Associate Vice President of TDCJ Correctional Programs and the Associate Vice President of Workforce Education. The program will be piloted as a non-credit program. With adequate enrollment the program will be moved to credit and added to the TVCC inventory of training programs. (Program suggestions are: Correctional Officer Pre-Service, Business Entrepreneurship, Logistics and/or Heating and Air conditioning.)
  - Non-credit training contact hours will increase by 5% by 2019 (with 2015 as the base year).
  - The Continuing and Workforce Education Department, the TVCC Palestine Provost, the Terrell Provost, the Associate Vice President of TDCJ Correctional Programs, and the Associate Vice President of Workforce Education will collaborate to increase the non-credit contact hours.
  - The addition of a full time TVCC staff person at the Palestine Training Center as approved by the TVCC Board of Trustees in November 2014 during the approval process for the non-credit TDCJ In-Service training program agreement.
  - The addition of a full time CWE Coordinator in the Kaufman County area to work with meeting the training needs of Business and Industry (including Texas Workforce Commission Skills Development Grants) and non-credit workforce training in area ISDs.
  - The non-credit (dual credit) enrollment of high school students in workforce training will increase by 5% by 2019 (with 2015 as the base year.)
- Tina asked for clarification regarding Enhance Community Life. She asked if the committee could clarify if they wanted to take out Life and put Enhance Community. Dr. Kinzer made a motion to use Enhance Communities and Dr. King seconded it.

**Strategic Planning Committee Meeting Minutes  
Friday, February 6, 2015**

- Tina also asked for thoughts on when they thought their action area outcomes could be completed so the entire strategic plan could go to the board for approval. Dr. Kinzer asked how soon, prior to spring break or after and Dr. Forgey said earlier. Dr. King indicated March 5. Jean indicated that she may have to shift other deadlines for the SPEA and SACSCOC internal deadlines to a later time since the action area outcomes would be due so soon.
- Dr. King indicated that it would be great if the subcommittee could share the work that is done prior to the meeting so we could look at it prior to the meeting that would be the suggested format. It was decided that we would have the meeting at 2:00 p.m. on March 5<sup>th</sup> due to other conflicts.
- Dr. Kinzer and Jennifer Robertson asked for a to-do list and a reminder of what they need to do prior to the next meeting. Tina indicated that anyone that was not on a subcommittee was certainly welcomed to join one and offer input.
- Mission Statement and Statement of Purpose sections of the plan will be submitted to the Board for approval at the February 2015 meeting, the next Strategic Planning Meeting set for Thursday, March 5, 2015 at 2:00 PM for Action Area Outcomes to be finalized, and then hopefully meet one more time to finalize the plan for board approval in April.
- Tina adjourned the meeting at 11:02 AM.