

Strategic Planning Committee Meeting Minutes

Thursday, March 26, 2015

In attendance: Kelly Driskell, Glendon Forgey, Colette Hilliard, Shelia Jones, Tony Kalawe, Jerry King, Wendy Mays, David McAnally, Jean McSpadden, Mary Nicholson, Marshall Reeves, Jennifer Robertson, Tina Rummel, Kelly Townsend, Jeffrey Watson, Blake Williamson and Katie McElroy.

- Tina Rummel started the meeting at 2:05 PM.
- Tina directed the committee to the agenda that was included in their folders and asked for approval of the Thursday, March 26th Strategic Planning Committee Meeting Minutes. Mary Nicholson approved the minutes and David McAnally seconded. The committee was all in favor, none opposed.
- Tina discussed the Transform Lives Enrich Communities image, version 1 and version 2. Mary explained that Brian Spurling was working on version 1 by swapping the words Outreach and Finance. The committee agreed that version 2 was too cluttered and that version 1 was cleaner. After talking with Donnie Fulford, Tina suggested changing the font of the words Transform Lives Enrich Communities to something different than the other words in the image to make it “pop” more. Kelly Driskell stated that she thought even though it was in all capital letters and generally that makes it harder for people to read but with this it just seemed to work and she liked it and it looked good. Michael Felty stated that with it being in bold letters that it made it “pop”. Tina explained that she asked Brian to exchange the word “Development” with “Institutional Advancement”.
- Tina discussed the Strategic Plan Pyramid image. She stated that the different colors were exchanged for colors that matched the Transform Lives Enrich Communities image. Jean McSpadden stated that she likes Institutional Effectiveness under the umbrella of Enhance The College. Tina spoke about talking with some of the members of the committee to get feedback on it and also looking at other college’s plans. Michael asked if there was a way to even the columns by adding more things under the umbrellas of Enhance Learning and Enhance Communities. Tina stated that she had thought of that as well and maybe after discussing the organization of the plan a few words could possibly be added. Kelly stated that she thinks it is more important for the image to be an actual reflection of the college and what we do rather than us just placing words in the columns to make them even. Marshall Reeves stated that he thinks that is where they made a mistake in planning the last strategic plan. They focused too much on making the columns even and may have placed things in the inappropriate column.
- Tina talked about the newest version of the 2015-2020 Strategic Plan. She discussed the following changes: adding a “Message from the President”, Strategic Plan Committee Members in the body of the plan and not in Appendix A, explanations of each color representation in the Strategic Plan Pyramid image (Jennifer Robertson committed to narrating and sending to Tina), and Trustee McGhee’s addition to the TVCC Statement of Purpose
- Tina asked the committee if they thought we needed the explanations of the color representation for the Strategic Plan Pyramid image and Dr. Jerry King agreed that we did.

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- Tina explained that Kelly went through the plan and highlighted in yellow the goals that could possibly be affected by the QEP, if the QEP being proposed turns out to be the QEP. Kelly explained that the wording would be decided on once the QEP is finalized.
- Jean questioned the committee about an email or a subcommittee meeting she was involved in and remembers the discussion about changing the words of Enhance Learning to read Enhance Student Success. Tina questioned the wording of Student Services under the umbrella of Enhance Learning to be changed to Student Success. Jennifer Robertson commented that there are different areas in Student Services that can be measured but all the areas being measured fall under Student Success.
- Tina mentioned meeting with Blake Williamson before the meeting about his Action Area Outcomes in Student Engagement and the discussion of his wording and where his particular goals should be placed in the plan.
- Tina asked for a motion to change Enhance Learning to Enhance Student Success. Jerry King made the motion, Jean seconded, and Jennifer thirded ☺ The committee was all in favor, none opposed.
- Tina asked for the chairs of the different subcommittees to go through their areas and work out the wording and make sure it is what they want it to be and what it needs to be.
- Dr. King pointed out that the goal 5.1.3.3 under Academic Success was a contradiction to what was being said in goal 5.1.4.3 under Workforce Success. He stated that they needed to be the same. Kelly questioned needing them both. Tina recommended one under Academic Success. Kelly suggested making 5.1.3.3 read “Increase the number of academic awards by 1%, based on the FY2014 THECB graduation report” under Academic Success and 5.1.4.3 reading “Increase the percentage of vocational and CE awards by 3% (in total) over the five-year strategic planning period with 2014 as the base year. Data source is the certified THECB enrollment and graduation reports.” under Workforce Success. Colette Hilliard stated that the data documented for TVCC having 2,349 awards for FY2014 was incorrect.
- Dr. King questioned the term “campus graduates” which was the term the committee agreed on using at the last meeting to refer to graduates excluding TDCJ. Colette explained once again for the committee that the purpose of separating TVCC graduates from TDCJ graduates was to be able to report on other things that we have control over on the campuses that we don’t have control over at TDCJ. Dr. King mentioned separating the goal for TDCJ to specifically reflect TDCJ.
- Tina mentioned looking at things that we already track and measure that may not be measured on the state level that we could implement into the plan as TVCC’s Action Area Outcomes for SACSCOC purposes. She pointed out the handout from the folder titled, “Trinity Valley Community Institutional Obligation for Public Disclosure of Student Achievement Goals,” and the handout titled, “Trinity Valley Community College Performance Measure Report for Legislative Budget Board (LBB),” and also the handout titled, “Trinity Valley Community College Accountability Report January 2015.” She asked if the subcommittees could regroup and evaluate the things from the handouts and use information from them to place in the Strategic

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Plan. She pointed out that in Workforce with David McAnally that he has to report to different agencies on a number of different things annually, every 3 years, every 5 years, etc. Tina stated that we already do Administrative Outcomes (AOs) yearly to state our yearly goals so those need to be added together to form a 5 year goal to be placed in the Strategic Plan.

- Dr. King stated that we don't need to get rid of the Action Area Outcomes that already are in the plan but revise it to match up to the many reports we already do every year. He stated that for the most part the AOs already match the reports like Tina is suggesting but that instead of the subcommittees regrouping and doing this that Tina, Colette or his self can go through the plan and state it as it is stated in the reports and that everything is listed.
- Dr. King pointed out the missing things on the plan that he would like to add that we receive on the reports is the completion of the Developmental Reading, Writing, and Math and course completion. Tina mentioned an addition to Human Resources and reporting faculty numbers and how we have the necessary amount of faculty members to teach the amount of students we say we have.
- Tina pointed out the Accountability Report handout again and how it states "key measures" and would like to see that implemented into the plan. Examples include: Enrollment and Graduation.
- Dr. Jay Kinzer stated what he would like to see specifically is the definition of completion rates and what all is included in gathering that data. Tina explained that we do have definitions that the state provides.
- Colette stated that the problem with the way graduates are reported now is that it doesn't include cohorts which are a big part of TVCC's population and they are never included in the data.
- Tina stated that under the umbrella of Enhance the College, Mike Abbott added an AO about the ERP to reflect the Business AO. Mary Nicholson stated that the AO about the Graphic and Print Design Department moved from Institutional Advancement to Business.
- Tina stated that she added Institutional Effectiveness under Enhance the College and that it was still a work in progress. She wants it to reflect the overall plan. Colette reported no changes to Outreach. Mary stated she is waiting on Gayla Roberts to give her addition to Community Service. David McAnally questioned the committee concerning the addition of the Small Business Development Center AO and what they thought could be measured to include in the plan. Jean questioned AO 5.3.3.3 and the discussions about moving it under Workforce Success and out from under Community Service. The committee agreed. Tina also questioned Adult Education and ESL. She stated that she would get with David, Gayla, and Chris more to finalize that.
- Blake Williamson shared with the committee his AO's in Student Life. He explained that he tried to group the student activities that he does into categories such as community service, student government association, and Red Bird. Tina stated that she thought the goals listed were more AO's rather than goals for a five year plan. She discussed a tracking system that Blake is in the works of creating that will track student activities and their participation at different events and

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offer an incentive of some type. Blake stated that the purpose is to connect the students with faculty and staff and to better gauge the interests of the population at TVCC.

- Tina questioned Dr. King about the AOs from the last plan dealing with PTK. Dr. King stated that they were not goals for a strategic plan but goals more for an AO. Jean agreed and stated that they were too detailed.
- Dr. Kinzer stated that the term student organization needed to be defined.
- Tina stated the job descriptions for Director of Network Support Services, Director of Systems Support Services, Director of Client Support Services, and Director of Media Support Services were still needed for the Appendix A. Jennifer Robertson stated that they were just approved and would be submitted soon.
- Dr. King suggested cancelling the meeting that was planned for April 13th. He stated that he would like for just a few committee members to get together and make changes and revisions and then email it to the whole committee for feedback and approval. He stated that no date should be set until we are ready to finalize and take it for board approval, probably the end of May.
- Tina adjourned the meeting at 3:00 PM.