

Strategic Planning Committee Meeting Minutes

Thursday, May 28, 2015

In attendance: Algia Allen, Kelly Driskell, Glendon Forgey, Colette Hilliard, Sam Hurley, Tony Kalawe, Jerry King, Jay Kinzer, Wendy Mays, Mary Nicholson, Jennifer Robertson, Tina Rummel, Kelley Townsend, Jeffrey Watson, Blake Williamson, and Katie McElroy

- Tina Rummel called the meeting to order at 9:36 AM.
- Tina asked for approval of the March 26, 2015 meeting minutes.
- Jerry King moved to approve the minutes and Kelly Driskell seconded.
- Tina showed the 2015-2016 TVCC Catalog cover and stated that she would like to implement it as the 2015-2020 Strategic Plan cover. Colette Hilliard stated she liked it and Jay Kinzer said it looked good. The committee agreed.
- Tina discussed formatting and title changes to the plan in the areas of Message From The President, History, Development & Implementation, Assessment, Graphic Summary Of TVCC'S Strategic Plan, Mission, Statement Of Purpose, And Values, and Core Curriculum & General Education Philosophy.
- Tina discussed the terminology changes regarding the Goals, Action Areas, and Outcomes.
- Jay requested Action Area 1.2: Student Services be changed to Student Success. The committee agreed.
- Jerry discussed the sub-committee work. He explained that the sub-committee looked at other colleges and how they constructed their strategic plans. He explained that by comparison TVCC's plan was too detailed. He stated that the outcomes needed to be more broad and general and the details of how the outcomes would be carried out would be in the yearly AOs. The sub-committee kept all of the previous outcomes from past meetings however, they were made more broad and general.
- Colette questioned the baseline data point that was requested by Tina in a previous meeting. Jerry explained that all of that is still needed and being used but won't be listed in the actual plan itself.
- Colette questioned the Outcome 1.2.9 Enhance high school students' preparedness for college level course work with college and career readiness initiatives. Jerry stated that outcome was recommended by Kelley Townsend. Kelley explained the reason for her recommendation was due to House Bill 5.
- Jay stated that his reasoning behind changing the name of Action Area 1.2: Student Success was due to the fact of the outcomes being campus wide related and not just specifically student services. Tony Kalawe suggested changing Goal1: Enhance Student Success to Enhance the Student since the Action Area 1.2: Student Success was changed. The committee agreed.
- Tina addressed Colette's question regarding baseline data and introduced the committee to the dashboard that her and Chris Daley have created. It will be in the background of the plan where all the data and details will be stored.

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- Colette questioned the outcome regarding student satisfaction and CCSSE and recommended it being placed under Action Area 1.1: Student Engagement as opposed to being under Action Area 1.2: Student Services. The committee agreed.
- Algia Allen requested listing the five benchmark areas mentioned in Outcome 1.1.2 Increase or maintain engagement scores for the five benchmark areas in the Community College Survey of Student Engagement (CCSSE). Tina stated that all of that kind of information is being held in the dashboard with the data and other details. Blake Williamson stated that he looked them up because he wanted to be reminded of what they were. Jerry suggested making the one outcome into five different outcomes reflecting the five different benchmark areas. Jennifer Robertson stated that it would be more reader friendly that way. The committee agreed.
- Algia Allen asked Jerry if the hopes of the action area outcomes are to be determined by the yearly AOs. Jerry stated that he would like to go through the plan after finalizing and assign a responsible party to each one and have them construct their yearly AO according to it. Algia requested that there be a sentence added in the narrative part of the plan explaining that our intentions are to meet all of the goals in the plan but may not be able to. Jerry stated that the narrative part would be relooked at to make sure that an outsider reading it would understand it.
- Jerry stated that after the committee was finished making changes and edits then the plan would be sent out college wide for feedback and hopefully present the final version to the board for approval by the June or July meeting.
- Jerry went through Action Area 1.3: Academic Success and explained that most of the outcomes listed are required by the coordinating board and evolved from success points.
- Kelly Driskell questioned Outcome 1.3.8 Increase distance learning enrollment in academic success courses. She stated that she didn't agree with enrollment being something that determined academic success for a student. The committee agreed to remove Outcome 1.3.8 and Outcome 1.4.7 and to make them AOs.
- Colette questioned the terminology being used and whose data collection we would be drawing our results from whether it is the coordinating board or CBM. Tina suggested using CBM due to funding and such. Colette also questioned if she would be the one required to gather all of the data for everyone.
- Wendy Mays mentioned grades and how the coordinating board recognizes a "F" as passing but TVCC does not and that data for core completers using the coordinating board could include those with F's and how funding could be affected.
- Kelley Townsend suggested changing 1.3.9 from Increase dual credit contact hours in academic courses to read Increase course completion rates in academic education courses
- Colette questioned 1.3.3 Increase the number of students completing first college level math or English course. She stated that in order to match the success points it should read Increase the number of students completing first college level math intensive or English intensive course.

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Colette and Wendy pointed out also that it isn't just specific to those two areas. There is also reading intensive and writing intensive courses in regards to the success points.

- Jennifer Robertson suggested making the definition broad enough so that if the definition was to be changed then the outcome would still be in good standings.
- Jerry agreed that it should stay broad and then make it more specific in the administrative outcomes.
- Kelly Driskell expressed concern over not listing reading intensive as well as the math and English courses. Blake Williamson reiterated what Jerry stated about keeping it broad here and being more specific with the AOs.
- Jennifer Robertson stated that she thinks if we keep it broad then that allows for more flexibility over the next five years.
- The committee agreed on leaving as is 1.3.3 Increase the number of students completing first college level math or English course.
- Jerry King stated that the ideas being discussed were great and that the reason for the face-to-face meetings was so that discussions like it could take place and things could get done.
- Jay Kinzer stated that the document that Jerry King mentioned earlier about creating individual responsibilities and what outcomes belong to who is going to be an important document to have.
- Jennifer Robertson questioned Tina about the dashboard and how to access it. Tina stated that it wasn't accessible at this time, that it was still a work in progress.
- Jerry stated that he believes that the workforce success outcomes were derived from the coordinating board. He stated that 1.4.5 Increase dual credit contact hours in CTE-workforce education courses and 1.4.6 Increase (non-credit) dual credit enrollment of students in workforce training derived from House Bill 5.
- Jerry stated that Action Area 1.5: Library Resources was the same as in the last plan. There were no changes made to this area.
- Jerry stated that the question of concerns were the location of the outcomes and what they need to be listed under.
- Jerry stated that the outcomes listed in the strategic plan applied to all locations. He recommended that the narrative be checked to make sure that it stated that.
- Kelly Driskell mentioned that the Library Resources outcomes did state "all locations".
- Algia Allen asked if an outcome was needed for dual credit students in regards to how they access distance learning courses. The committee was made aware that there was already an outcome listed for this.
- Jerry read Goal 2: Enhance the College Action Area Outcomes for 2.1: Business Operations, 2.2: Finance, and 2.3: Facilities Management.
- Jay Kinzer questioned 2.3.1 Oversee the design, construction, and occupation of an expanded or new health sciences center. He stated that none of the other projects that are in the works are listed so shouldn't this one be changed to something broad that covers all of the projects. The

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committee agreed and made the change so that the new outcome reads Update, prioritize, and complete projects on the master plan, as funding is approved

- Jennifer Robertson stated that she thinks the Facilities Management and Human Resources areas should involve the board of trustees. She stated that she wants to be successful in the plan and doesn't want to include things that will set us for failure.
- Jerry stated that he has a different perspective and thinks that it needs to be included because if it isn't then it won't even be considered by the board.
- Jennifer clarified to the committee that the master plan is different than the major projects list.
- Jeffrey Watson stated that regardless of what it's called, readers are going to think of it as the master plan. Jennifer Robertson suggested including both the major projects list and the master plan but separating them into two separate outcomes.
- Dr. Forgey jokingly commented that he thought these were supposed to be realistic goals.
- Mary Nicholson stated that she was still working on the right wording for her outcomes to implement but they deal with the emergency operations plan and the continuity of operations plan. Jennifer questioned if it was dealing with the update and implementation of the plans. The committee agreed and decided on 2.1.2 Update and implement the emergency operations plan and 2.1.3 Update and implement the continuity of operations plan
- Tony Kalawe questioned the duplication of 2.1.1 Improve efficiency and productivity by selecting, adopting, and implementing an enterprise resource planning (ERP) system and 2.4.5. Improve efficiency and productivity by selecting, adopting, and implementing an enterprise resource planning (ERP) system
- Tina explained that Technology had to be involved for maintenance and upkeep and Jean McSpadden wanted it listed in both areas.
- Jennifer explained that there was some uncertainty with 2.5.4 Develop a long-term market compensation plan to ensure that internal and external parity for all full-time/part-time faculty and staff due to the board denying it once already in the past. Jerry stated that he was open to removing staff from the wording but that he wanted to keep the faculty aspect of it because he would like to see some type of plan, maybe a 3-year plan to have competitive faculty salaries.
- Kelly Driskell questioned 2.5.1 Enhance a culture of continuous performance improvement by engaging TVCC faculty and staff in continuous improvement initiatives and 2.5.2 Enhance and strengthen orientation for faculty and staff at TVCC and the need to include the wording of TVCC in them.
- Jay Kinzer stated that he would argue that staff did need to be stated in 2.5.4 as well as faculty. Jennifer stated that making the outcome more broad and general like the rest of the outcomes in the plan would be preferred and then make the 3-year competitive compensation plan an AO. The committee agreed on the outcome to read Develop and maintain a competitive benefits and compensation plan to ensure effective recruitment and retention for all faculty and staff

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- Algia questioned adding an outcome for Human Resources dealing with the rate of speed at which an individual is hired and the paperwork involved. Jennifer stated that she thought that was more of an AO and that the implementation of a new ERP system would help in that as well.
- Wendy Mays stated that she didn't like the wording of 2.5.1 Enhance a culture of continuous performance improvement by engaging TVCC faculty and staff in continuous improvement initiatives because it includes continuous twice. The committee agreed on the outcome to read Enhance a culture of performance improvement by engaging faculty and staff in professional and leadership development opportunities.
- Tina explained that the Action Area Outcomes for 2.6: Institutional Advancement was things required by SACSCOC.
- Mary Nicholson stated that she was going to add an outcome to Action Area 3.1: Institutional Advancement regarding communications, branding and marketing.
- Jerry stated that from earlier discussions the adding of access to distance learning was needed in the area of 3.2: Outreach. The committee agreed on the outcome to read Increase access to and support of distance learning opportunities
- Jerry stated he didn't understand 3.2.3 Increase the participation of under-represented portions of the population in academic, workforce, and non-credit community service and workforce education classes for enrollment and graduation. Tina stated that it was included due to the new Texas strategic plan, 60X30.
- Tina clarified the meaning behind educational resources in 3.3.4 Increase the opportunities to serve as educational resources for communities
- Jerry King stated that there wasn't one mention of Athletics anywhere in the plan. Jay Kinzer stated that he wanted to include them but didn't know how. Dr. Forgey stated that none of the other organizations like Band and Cardettes are mentioned either.
- Tina reminded the committee about the creation of the Red Bird Report.
- Mary Nicholson requested to change the word retirees in 3.3.6 Increase activities at each campus to benefit retirees of the communities served to read Increase activities at each campus to benefit seniors of the communities served
- Tina asked for any additional items needed to be discussed and stated that the data needed for all of the outcomes that she previously requested the committee to provide she had in the dashboard and it would still be used in the plan even though it wasn't seen visually in the plan.
- Jerry gave the committee until June 8th to make any last changes before making it public for other changes.
- Tina adjourned the meeting at 10:49 AM.