

**Institutional Strategic Planning Committee**  
**Monday, September 15, 2008**  
**Meeting Minutes**

**Present:** David Burdette, Ray Francis, Carol Haas, Tim Hartshorne, Sue Ann Martin, Amy McGinnis, Becky Oosterhoff, Orlando Perez, Paul Pridgeon, Roger Rehm, Carole Richardson, Catherine Riordan, Nathan Tallman and Julia Wallace.

**Absent:** Linda Dielman, Katie Dykehouse, Janine Janosky, Mike Leto and John Wright.

**I. Introductions & Updates**

- Members introduced themselves and Riordan encouraged members to review the charge of the committee.
- Riordan also informed the group that all committee materials are kept online and copies are not usually made to bring to the committee.

**II. Status Update on KPIs**

- Riordan gave an overview of the KPIs available on the planning site. Student engagement with faculty, undergraduate enrollment, graduate enrollment,
- Some members questioned the accuracy of the Expenditures in Support of Research KPI. Oosterhoff and Haas will work to ensure this KPI is correct. This KPI looks at percentage rather than total dollars.

**III. Student Outreach Project**

- Richardson informed the ISPC that the Com Com spent much of the summer focusing on informing students about CMU 2010.
- There is now a special planning site for students (<http://www.planning.cmich.edu/students/>). There is a link to this site on the Portal.
- Future possibilities: Facebook flyers, CM Life ad, link on Admissions site for potential students.
- Wallace emphasized the importance of including students and she plans to include students even more in Beyond 2010.
- Pridgeon suggested checking with CBA for any management groups with students that might be interested in strategic planning.

**IV. National Prominence Initiatives (VSA, Community Engagement Designation)**

- Wallace – CMU is now an early adopter of Voluntary System of Accountability (VSA). Part of the VSA is the college portrait, an easy way for students and their parents to see what CMU is all about statistically compared to other institutions.
- Hartshorne noted that the Higher Learning Commission is not requiring the VSA, but definitely sees it as a means of achieving the goals/objectives. Hartshorne also preferred the word transparency rather than accountability.
- Is CMU's college portrait available? Yes, and currently working on getting it as a link on the homepage. Is the data consistent with the KPIs? Yes, Denise Webster is working with OIR to ensure this.
- Wallace – institutions can apply for a Carnegie Classification as a community engaged institution. Wallace is working to apply for this classification in the early spring. This has been difficult because data has not been collected consistently.

## **V. Update on the Diversity Retreat (CMU 2010 represented, Main takeaways)**

- Perez – the retreat was part of a project funded by CMU 2010 and FAS to study the climate of diversity through a series of surveys and focus groups. Results were presented at the retreat and then groups discussed the results and how we can use those results to improve the community.
- Good news – most students, faculty and staff are satisfied with CMU generally. Most support diversity initiatives and believe it is an important issue. Bad news – there is a difference in opinion between minority students and white students and between minority faculty/staff and white faculty/staff when it comes to racism at CMU and in the community and when it comes to recruiting and hiring minorities as SOs or faculty.
- Main takeaways – there are areas on campus where differences disappear (SAC) – How can we create more of those areas? Faculty and staff need more opportunities to interact for a greater sense of community at CMU. There is now diversity training going on in the community.
- Recurring theme – more data is needed, there is a difference between perception and reality.
- The notes taken by the ISPC group at the diversity retreat will be posted online.
- Senter is currently working with Roger Coles on a survey with the graduate school and international students.

## **VI. Update on our website**

- Oosterhoff went through the Google Analytics report on the planning site from mid-August to mid-September.
- This report will be made available to the committee online and the site traffic will continue to be monitored.
- PR and Marketing is currently tracking this for the main CMU site (any site beginning with [www.cmich.edu/](http://www.cmich.edu/))

## **VII. Progress on CMU 2010 Projects (Outcomes, Progress, Cautions for next round of funding)**

- There are 14 remaining projects and 11 of them have requested carry forward funding from FY08.
- Richardson has been working with the project leader when carry forward funding has been requested and milestones haven't been met or the annual report was unclear. Richardson then works with the priority committee chair to determine the next step of action.
- Burdette noted that project leaders should be encouraged to follow the fiscal year budgets they setup in advance.
- Members agreed that projects should be evaluated to see if that money can be used elsewhere if it cannot be used in the way it was intended.
- What happens at the end of FY10 when there are carryover requests? This will need to be decided on by the provost and/or president.
- Riordan suggested dividing up the annual reports between ISPC members to review them with their evaluation worksheet in mind – this will be discussed further at the next meeting.

### **VIII. Next Round of Funding (Dates for RFP, Priority Committee Chairs' Plans)**

- Based on commitments, there is \$707,000 available for the FY10 RFP process. October 17<sup>th</sup> is the deadline for proposal submissions.
- This deadline will be highlighted again in a faculty/staff listserv announcement and there will be three workshops available to help individuals finalize their proposals.
- Richardson explained to the committee that FY10 proposals will be posted on the SharePoint site.
- Richardson will send out a timeline for the priority committee and ISPC review and recommendations of FY10 proposals.

### **IX. Beyond CMU 2010**

- Wallace explained that she is looking to have this plan in place before the end of this academic year.
- Wallace and Burdette shared a matrix that they have been working on over the past few months. Teaching, research, service & community are listed as missions/columns in the matrix, and values will be filled in as rows (ex. sustainability). The cells will describe how that value will be pursued in that mission area.
- Wallace would like to gather input this semester on what the values/rows should be. Once input has been gathered then the values can be determined and the cells can be completed.
- Possible values – global competency, living/learning environment, regional/national needs, accessibility for academic success.
- Burdette emphasized the importance of making sure all areas of the university are involved and addressed in the strategic plan. It might be interesting to have the campus master plan group link with the ISPC to make sure each group knows what is going on and that neither group is missing out on addressing a certain area. Is the living/learning approach working/effective/useful?
- This next strategic plan will be used to determine where budget development goes in the next five years.
- The ISPC agreed that the matrix approach would be an effective approach.
- How ISPC will facilitate? Once the campus information has been gathered then the ISPC can provide further clarification and determination of the values.
- There is already a lot of data with the current KPIs – are they the right ones?
- Members thought the emphasis should be on the values rather than moving from the five priorities to the four missions/columns.
- Should a plan be established based on the KPIs? Several members did not think this was the way to go. KPIs and goals have to exist side by side and as the goals are established a constant question of “how are we going to measure that?” must be asked.

Respectfully submitted, Kara Beery, recorder