

Strategic Plan Implementation
Goal #3 – Enhance Reputation and Strengthen Market Position

Meeting Minutes

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| Subject | Committee Meeting | Date | February 10, 2012 |
| Facilitator | Greg Canada | Time | 12:30pm |
| Location | Academic Dean's Conference Room | Scribe | Debbie Tran |
| Attendees | Fairuz Abdullah, Natalie Alameddine, Robin Feldman, David Jung, Alex Shapiro, Sari Zimmerman, Greg Canada, Debbie Tran | | |
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| Key Points Discussed | | |
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| No. | Topic | Highlights |
| 1. | Welcome and Introductions | Greg opened the meeting by welcoming the committee members and thanking them for their participation. |
| 2. | Overview of the strategic planning implementation process | <p>Debbie spoke to the first charge of the Chairs and the Committees, that being to translate the general goal and objectives into specific action items and identify the level of impact, resources needed, level of effort, best practices, priority, sequence, and measurability. We will gather this information from each Committee and build a database of objectives where the priorities for implementation will be reviewed and recommended.</p> <p>Sari pointed out that overlap may occur with the sub-committees and work-groups being established for specific items like one-stop shopping. We want to be careful for these groups to not go off into a tangent that conflicts with the overall strategic plan.</p> <p>It was also suggested that the Faculty's Bar Pass Committee be linked to the Strategic Plan Implementation process. Debbie will speak to Shauna about how best to do this.</p> |
| 3. | Identify and define strategic objectives and tactics | <p>Greg outlined the importance of rankings to all stakeholders and in regard to the College's reputation and market position. He noted that this Committee will pick up much of where the US News and World Taskforce left off. A list of recommendations from the Taskforce was circulated to the members. We should also look to add any new recommendations given the ever-changing reporting environment of USNW reporting.</p> <p>Alex suggested we also look at what we are currently doing. If it is not producing the desire return, we should redirect those resources to more high impact activities. The BRIDGE</p> |

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| | | <p>program has been in effect for 4 years now. It is an example of a program that should be evaluated for its effectiveness.</p> <p>In response to the ever changing USWN reporting, Robin suggested we establish a mechanism to lobby USWN to change the reporting and/or methodology. This could be done by partnering with other schools or hiring others to help effectuate a change. Sari suggested we also leverage public opinion and expose the negative results of the ranking (i.e., the negative impact on diversity of students).</p> |
| 4. | Subcommittee operating guidelines | <p>To move forward, Greg suggested three markets in need attention:</p> <ol style="list-style-type: none"> 1) The ideas marketplace which is being addressed with the Committee on Engaged Scholarship Chaired by Evan Lee; 2) The prospective student marketplace and 3) The employer's marketplace. <p>David suggested a 4th as that of the alumni.</p> |
| 5. | Wrap up | <p>Next steps:</p> <ol style="list-style-type: none"> 1. Think about breaking out into two work groups, one focused on prospective students and the other on employers. 2. Ask Robin to outline her suggestion for lobby USNW to change their methodology. <p>The next meeting has not been set.</p> |