Strategic Planning Steering Committee meeting
Friday, March 20, 2009
7:30 – 9:00 a.m., Plaza Room, Administrative Center

Attending: Mark Allen, Chrisanne Arnold, Larry Bunce, Paul Cuddy, Jennifer DeHaemers, Lawrence Dreyfus, Gary Ebersole, Sandy Gault, Mary Pat Henry, Troy Lillebo, Patricia Marken, Maria Meyers, Sarah Morris, Leo Morton, Nancy Murdock, Cindy Pemberton, Tom Poe, Bonnie Postlethwaite, Walt Rychlewski, Bob Simmons, Michael Strait, Steve Stroud, Joy Swallow, Kevin Truman, Mel Tyler, Peter Witte
Absent: Adam Brown, Karen Dace, Mary Lou Hines Fritts, Bridgett Johnson, Meghann Martens, John Purk, John Readey, Jeff Rydberg-Cox, Jim Sheppard, Lisen Tammeus, Jeff Thomas, Thad Wilson, Hugh Zimmer

Report from Writing Team:

Provost Hackett reported that the writing team met for multiple hours in the past two weeks. They worked at a high level view on goals and objectives to create a draft that resolves the different levels of specificity contained in the sub-committee reports. In order to show steps that will come out of plan, it is organized as follows:
1. Goals and brief description
2. Objectives
3. Sample strategies
4. One sample immediate action for each goal that illustrates what kinds of activities could be involved. The plan does not develop the sample immediate action, but recommends that it be developed as a possible “quick win” for that goal. The writing team considered the development of implementation plans to be beyond the scope of its work.
5. Sample metrics. Metrics are based on the UM Accountabilities Measures

The plan includes the Vision and Mission statements. The names of the major goals come from the language of the Mission statement. The brief goal title contains an action verb and a brief description. The team looked at other strategic plan models for phrasing but did not copy language. The combination of the goals and objectives is the strategic plan.

Feedback from the steering committee:
- We need to claim the word entrepreneurship
- We need to include STEM or engineering in the objectives.
- Include “the process from here forward”
- Possibly include “enabling strategies”
- Include the language “translational research”
- Include workforce development in a more explicit way
- Goal 3, objective three – is “solutions” too strong of a word? Find a word to exemplify the engagement with other community organizations and resources. Should we expand beyond local foundations?
- Does Goal 3 language promise more in terms of global impact than we’re ready for.
- Should we be including “sustainability” as part of Goal 3?
- Use the word transformative instead of “high impact”
- Maybe we shouldn’t use “excel” in the arts goal – maybe too strong and a higher level than the others.
Discussion:
*Sample* statistics and *sample* metrics are not fully fleshed out plans and are intended to be illustrative in nature. We must be sure to repeat that the examples are not plans. We must let people know how they can impact the formulation of implementation plans and emphasize that the examples are not set in stone. We must assure everyone that the feedback and input we receive at the Town Halls and other presentations will be used to develop the implementation plans. Possible question to use during presentations: “Given this outline, where do you see yourself fitting in? If you don’t see yourself anywhere in this plan, please let us know.”
And finally, we must have data-driven “strategic surveillance” to show how we are doing.

A final draft will be created and released on or near March 30. The roll-out plan and schedule will also be sent to the committee. Please attend Town Halls to hear the discussion.

*Next meeting: Friday, April 17, 2009, 7:30 – 9:00 a.m., Plaza Room, Administrative Center*  
*Agenda: feedback from presentations*