**Meeting Minutes**

01/25/17, 10 a.m. - 12 p.m. Happenings, University Center, UM-Flint

**Attendees:** Keshanda Jones (virtual participant), Terry Wisner, Nick Evans, Marissa Pierce, Dauda Abubakar, Mihai Burzo, Melva Craft-Blacksheare, Mike Farmer, Donna Fry, Daniel Lair, Shelby Newport, Chris Pearson, Sapna Thwaite, Hiba Wehbe-Alamah, Shichun Xu, Amy Yorke, Tess Barker, Jonathan Grady, Kristopher Johns, Paula Nas, Suzanne Shivnen, Deb White, Gilia Smith, Karen Riptoe

**Special Guest(s):** Provost Doug Knerr

<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Discussion/Outcomes</th>
<th>Action Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>Welcome extended from Chairperson, Hiba Wehbe-Alamah Introduction of Guest Presenter, Provost Doug Knerr</td>
<td>Slides and related data sets will be posted to Blackboard.</td>
</tr>
</tbody>
</table>
| Campus, Regional and National Data & Trends | Provost Knerr-PowerPoint Presentation Provost Knerr provided an overview of data and trends that may inform the strategic planning committee during this process. The presentation drew from a variety of sources include UM-Flint enrollment and retention data; Business Leaders of Michigan; *Future Student, Future Revenue* (EAB); SCUP trend reports, *Stewards of Place* (AASCU), and others. Provost Knerr then participated in open Q&A and discussion with the committee. Topics covered include:  
  - High School graduation rates are down according to trends  
  - The pace of innovation and the need to remain nimble at universities  
  - There is a shift in the way things are being done and things are moving quickly because of political developments.  
  - Need to find a balance – being nimble is important, but we also have to hold onto our core foundation and areas of excellence.  
  - Demographic swirl: Can we deliver something old in a new way?  
  - There is a need to provide a solid infrastructure for online students  
  - Students are willing to pay more to attend local schools other than UM-Flint. How do we counter that? | |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
</table>
| Comfort level with Mott Community College vs intimidated by UM-Flint | - Retention at UM-Flint: Can we think differently about when students leave UM-Flint? Possible paradigm shift: “fulfilling our goals or fulfilling their goals”
- Websites at universities connect degrees to jobs/salaries (perhaps an informative strategy that we can use)
- Faculty flexibility and meeting the needs of employers
- Flexibility with scheduling for students who work full time. Perhaps a college success seminar offered to students to help promote our flexibility.
- Send thoughts and questions to Hiba Wehbe-Alamah

| Meeting minutes | The process for minutes approval and dissemination was discussed. Minutes will be sent to the Committee for review and feedback as soon as they are available and posted on the strategic planning website after an opportunity for electronic review by the committee. This will ensure timely communication with campus. |
| Work group leaders to schedule additional meetings to address individual charges. |
| Ambassadors to sign-up as presenters or co-presenters |
| Unanimous approval of attendees |

| Blackboard & website updates | Chairperson Hiba Wehbe-Alamah provided an introduction of materials available on website and Blackboard to support the committee. |
| Discussion board is available for each work group |
| Wiki page has a sign-up sheet for meetings. |
| Process and timeline will be updated |

| Accounting for Committee Outreach and Engagement | We are asked to keep an account of the groups with whom we are meeting. Email Hiba the date and focus of your meeting and who you met with. This will assist in identifying gaps and ways we are meeting principles of inclusion, transparency, & open communication. It will also assist with data for final campus presentations |

| Updates: Feedback from campus meetings/Ambassador reports. | Update: All meetings began with a brief explanation of charge, process, timeline, website, followed by exploration of optimal means of communications and Q&A sessions. In general, all groups expressed support and provided meaningful feedback and ideas. |

**Student Government**
- Does not want to be referred to as SGA. [Old terminology]
- Hiba Wehbe-Alamah invited SG to co-host the student forums.
- Requesting environmental data to be placed on the website so that they are well-informed. Provide a succinct summary.
- SG suggested there be dropboxes around campus that allow for anonymous questions and feedback. Location suggestions are forthcoming.
- Would like online participation for online students
- Marquetta Hall is liaison between SG and Strategic Planning Committee.
- Strategic Planning committee requested time on Student Government's meeting agenda in April to present goals and seek support.
- Student Government inquired about availability of results of Climate Study (currently unavailable).

**AAAC**

- Was a productive meeting. Advice includes:
  - Be proactive in how we approach our charge and activities.
  - Examine format for presentation of goals to campus community with a proactive approach
  - Reset our timeline to allow an opportunity for feedback 4 weeks prior to submission for the governing faculty vote.
  - Share a draft of goals for campus feedback prior to sending for official review and vote. Revised process and timeline to incorporate this recommendation.
  - Would like the environmental scan to be widely shared, better enabling participation for faculty and staff
  - Keep campus updated with substantive, yet concise campus email content covering: process, the incorporation of campus feedback in process implementation, common themes received from feedback, synthesis of work in progress, etc.
  - On the Strategic Planning website:
    - Add a box for anonymous submission
    - Include a community member box and alumni box (alumni box a suggestion from Hiba Wehbe-Alamah)

Environmental data being gathered. Work Group to provide succinct summary report to upload to website and share with campus community
SC chair asked SG to provide suggestions for ideal high traffic locations of Suggestion boxes.
Tess will explore creating physical boxes on campus for students and others to contribute suggestions.
SC investigating use of Blue Jeans to accommodate online students
SG approved request for SC chair to visit again in April
SC Chair will contact Chancellor to inquire about status of Climate Study results

---------------------------------------
Committee approved revision of process and timeline to accommodate request for sharing goals and collecting feedback. Revised Timeline to be uploaded by Karen

Environmental Scan Work Group to continue to identify, collect, request additional, and analyze data. Work group to recommend material to go on website

SC Chair will include more detail in campus wide emails
- Include ability to upload an attachment

**Staff Council**
- Meeting was very supportive.
- Strategic Planning committee chair requested time on Staff Council April meeting agenda to present goals and seek support.
- Suggested format for Open Forums: 1 faculty, 1 staff, 1 with both [preferred], or 1 staff only and 2 staff/faculty, or 3 staff & faculty with option for providing cards to ask questions anonymously.
- Council verbalized support for co-hosting-Awaiting results of formal vote.
- Council members belong to different units/staff groups on campus, so they could spread the word among their colleagues about Open Forums and overall process. Staff Council agreed to send out emails encouraging participation.
- Agreed to offer an oral statement at the beginning of each forum to show support. They are also willing to issue a formal letter supporting the forums that could be posted to the Strategic Planning website.
- Incentives for participation might include drawings for sweets and baklava, a week of free parking in the UPAV structure, massage at the Rec Center, an Amazon gift card of $25, and a gift card to the Farmers' Market.

**The Council of Deans Meeting**
- Dean Fry will serve as the Liaison for the Council of Deans. Hiba Wehbe-Alamah asked the Council to encourage faculty, staff and student participation in the Strategic Planning process.
- There is a need for a set of questions to guide strategic planning discussions within academic units.

**Faculty Council Meeting**
- FC supportive of changes to process and timeline based on previous feedback received from numerous campus groups (website changes & solicitation of campus feedback on goals).
- Invited FC to co-host open forums with faculty presence, show support for committee’s work by sending emails encouraging faculty participation in open forums and survey and by being present at the open forums and giving a very brief speech at the beginning of each forum.
| Revisions of Process & Timeline | FC supportive of holding open forums for faculty only, staff only, and combined faculty & staff open forum  
Requested agenda time on all future governing faculty meetings to provide updates and allow for discussion. Granted 30 minutes on Feb 3 agenda.  
Requested to come back to a regular FC meeting in April to present and discuss goals-  
Requested that a governing faculty meeting be held for final discussion and vote early May (week 1 or 2).  
Invited FC to share any preferable dates or dates to avoid for open forums; will share master calendar of events to check for potential conflicts.  
Comment that the Office of Research is absent from this committee.  
Concern about equity across the units in the way that discussions are occurring, with some units requesting/receiving less contact with the process than others. Asked if SPSC can monitor what each school and College is doing and help fill in gaps.  
Request to include SC community/alumni members in campus email update. | SC meeting requests approved pending submission of 2 weeks’ notice. Hiba will work with Faculty Council to schedule a governing faculty meeting in May. Julie to share master calendar with Faculty Council to consider open forum dates. FC to email SC chair additional recommendations and conflicts  
SC chair will engage in outreach to Office of Research to secure their participation and explore ways of meeting gap.  
Equity in discussion across academic units will be addressed with uploading of discussion questions to website  
Hiba will include names of Community Members of steering committee in next email update to campus |
- Call for electronic vote must go out by mid-May at the latest. We have about 5 weeks for open forums. Then we have 4 weeks to synthesize and create our goals.
- We are tweaking the timeline based on feedback.

### Timeline Change
Timeline Change: Change late April to mid-April. The deadline for feedback is the 3rd week in April.

Julie will adjust planning timeline and post to SP website.

### Workgroups

<table>
<thead>
<tr>
<th>Workgroups</th>
<th>Assignments for each group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Request for each work group to have a meeting beginning next week</td>
</tr>
<tr>
<td></td>
<td>- Send minutes of your meetings to Hiba so that she knows the topics discussed and can be well informed when answering questions in campus meetings</td>
</tr>
<tr>
<td></td>
<td>- <strong>Open forum work group</strong>: book dates, format for open forums, ways to encourage participation, incorporate feedback from Student Government &amp; Staff Council, &amp; Faculty Council</td>
</tr>
<tr>
<td></td>
<td>- <strong>Environmental scan work group</strong>: How to digest and convert material that we have? Are there any gaps?</td>
</tr>
<tr>
<td></td>
<td>- <strong>Survey work group</strong>: Determine the best timing. How to survey alumni vs a student? What is the timing and format? Develop the survey instrument. Think about how to format the questions. What offices can we use as resources i.e. the Office of Research? Think about tabulation and timeline. (Julie will stand in for Gilia while she is away).</td>
</tr>
<tr>
<td></td>
<td>- <strong>Community Outreach</strong>: The Community Engagement work group and Chancellor’s office will work to develop a plan for this. Think about a number of high-level discussions that we can participate in this Spring. Tess Barker is the staff member facilitating. We need to think about how we want to reach our alumni, as they may be unable to come to campus.</td>
</tr>
<tr>
<td></td>
<td>- Please update Hiba after each meeting where you present/discuss the SP process. Please indicate if you need help, support, etc.</td>
</tr>
</tbody>
</table>

### Other Business

- Request to committee: Increase meeting length to 4 hours instead of 2 for meetings focused on data analysis and synthesis of goals.

Date of Next Meeting: February 9, 2017
Hiba Wehbe-Alamah (Chair) / Karen Riptoe (Admin. Support)