Chairperson: Dr. Darla Domke-Damonte

In Attendance: Jennifer Altieri (via teleconference), Associate Professor, Spadoni College of Education
Aneilya Barnes, Director of QEP / Associate Professor Edwards College of Humanities and Fine Arts & QEP
Stacie Bowie, Vice President and Chief Financial Officer
Jonathan Bruenn, Student Government Association VP of Finance
Brian Bunton, Chair, Faculty Senate / Ex-officio Member, Horry County Higher Education Commission
J. Ralph Byington, Provost and Executive Vice President
David A. DeCenzo, President
Margaret Fain, Director of Core Curriculum / Librarian
Woody Ford, Alumni, Class of 2005 / Director, Coastal Carolina University
Carlos Johnson (via teleconference), Member, Board of Trustees / Board Member, CCU Student Housing Association
Rose Marie Johnson, Coordinator of Risk Management and Strategic Planning
Charles Jordan, Community Member, Western Horry County / Board Member, Coastal Educational Foundation
Dan Lawless, Chair, Staff Advisory Committee
Arlise McKinney, Director of Graduate and Executive Education, E. Craig Wall Sr. College of Business Administration / Associate Professor
Christine Mee, Associate Chair, Executive Director of Planning and Research
Michael Ruse, Associate Dean, University College / Director University Honors Program
Richard Viso, Assistant Director, School of Coastal and Marine Systems Science / Associate Professor
Dennis Wade, Business Leader / Board Member, Coastal Education Foundation

Absent: Honorable Mark Lazarus, Chairman, Horry County Council / Ex-officio Member, Horry County Higher Education Commission

Guests: Bill Plate (Chair, Task Force 5), Vice President for University Communication
Barb Ritter (Chair, Task Force 2), Dean, Wall College of Business
Mike Roberts (Chair, Task Force 1), Dean, College of Science
I. Call to Order – by Dr. Domke-Damonte at 6:00 PM.

II. Approval of the Minutes

Dr. Domke-Damonte requested a motion to approve the minutes of the meeting of February 4. The motion was made by Michael Ruse; seconded by Ralph Byington. All were in favor; motion passed.

III. Old Business

A. Report Cycle and Follow up on Teal Online Reporting Cycle
   a. Discussion of Survey Results for Adjusted Timeline
      Chair Domke-Damonte discussed the findings from the recent Assessment Reporting Date survey. The survey was administered to determine the best time for the assessment reports to be completed and to allow for enough time to roll-up all the data in a timely manner with the ability to react and adjust in a more timely manner at the institutional level in early Fall semester. In February 2016 the survey was administered to 219 Teal Online editors, of which 80 responded. Eight-three percent responded that a deadline for completing the annual assessment report by July 31 would work best their units. The Chair stated that she was not asking for a vote at this time from this Committee, only providing this as feedback for further discussion at the next meeting of the committee.

   b. Cycle for Campus Report Filing
      A listing of the various compliance reports was presented to the Committee as information only. The list was compiled to show the various reports that are due throughout the year and the departments that are responsible for those reports.

      Another items discussed was the EPMS review date for slotted and classified employees. Currently, CCU uses the universal date of October 31 annually. State regulations do require an annual evaluation for slotted/classified employees; however, Coastal has the option to select either an anniversary review date or a universal review date.

      The faculty review dates differ for each College. The reviews are due for either the calendar year, academic year, or dates ranging from March to June.

IV. New Business

Chair noted that given the demands on the President’s schedule she would ask that Item C Points of Discussion on the agenda under New Business be brought forward for consideration first. The Chair asked Brian Bunton to discuss the concern raised by Task
Force 3 related to the need to discuss how all these new committees, task forces, etc. would be handled so as to not overwhelm community members with a large range of task forces on a continuing basis. President DeCenzo and Provost Byington both noted that it may be appropriate to create new committees as well as to revisit and revise charges and/or combine or get rid of some to serve the future. It was concluded that looking at the list of current committees and their charges and identifying the potential for revision to be most effective and efficient was something that deserved further attention.

Related to progress on the sharing of goals/objectives by task force, Chair Domke-Damonte explained the implementation matrix that the President’s/Executive Council members will be working through at the retreat on March 15 to identify how goals/objectives will be brought forward, pushed back, and/or removed from the timeline entirely and/or compressed with others to remove overlap. In addition it was noted that accountability by which area would be determined at that time, and funding consideration also was of importance, such that the retreat may or may not choose to specifically identify budget for the respective areas. It was noted by President that eventually the QEP will go away and be a regular part of the institutional activities. Mike Ruse asked if opportunities for feedback would be provided via Question of the Week to all faculty, staff, and students on the goals and objectives. Chair Domke-Damonte noted that it would be open until March 14 for feedback that would be then summarized and provided to the retreat participants and all task force members, and loaded to the website.

Turning to the sharing of the goals and objectives by task force, President DeCenzo noted his satisfaction with the intensive efforts so far in the development of goals and objectives, and highlighted several objectives from each task force as laudable, raised some questions about some, cautioned for a balanced consideration of matters raised (not just share the outcomes of deficiencies, but share the good and the bad identified), and encouraged review of some for overlap. He thanked the group for all the effort spent on deriving some strong aspirational statements for Coastal Carolina University.

The Committee then moved back to the A Motions from the Task Forces.

A. Motions from the Task Forces.

The motion from Task Force 2 was made to adjust the task force’s strategy statement as noted below:

FROM: Promote an educational environment that engages students to become knowledgeable in their chosen fields, to be able to apply those skills effectively, and to be committed to act as responsible, healthy and productive citizens with a global perspective.

TO: Promote an educational environment that engages students to develop personal and professional knowledge, learn and apply skills, and act as responsible, healthy and productive citizens with a global perspective.
The proposed change was proposed by Task Force 2 to approve the strategy statement; seconded by Jonathan Bruenn. All were in favor. Motion passed.

B. Briefing by Task Force on the Progress on Goal and Objective Development with Q & A

Chair Domke-Damonte then asked each task force to share their work thus far, and noted that we would not vet the goals/objectives yet tonight as some task forces had not yet approved their final set yet, but would do so in the following week. The focus was on identifying if anything glaring was missing and/or on clarifying something that seemed confusing or illogical to provide further feedback to the task force for potential adjustments.

**Task Force 1: Academic Excellence and Instructional Quality:**
Mike Roberts, Chair, stated that Goals 1, 2, and 4 have been discussed. Goal 3 objectives are submissions pending fuller discussion. The goals under this strategy address teaching, scholarship, and student success. Some discussion was held on clarifying the overview of balance part of Goal 3, noting where the funding part was to be located (in each or under TF6?), and questions were raised about the goals for graduate program growth to 18% of student FTE population.

There were some questions raised about whether the focus for the evening was to fully vet and arrive at a final approved list, and concerns raised about the ability to provide feedback on the goals/objectives created across the task forces. Chair Domke-Damonte reiterated that the focus of the discussion this evening was only to share progress, and identify any gaps, points of confusion or questions such that the task forces could incorporate those points of feedback into their final approved versions of their goals and objectives. She also noted that it was her intention to send out the approved set of goals and objectives by task force as soon as they were ready for campus community comment so that they did not receive all of them just before spring break. There was some discussion about whether receiving the combined set of all goals and objectives presented by all task forces was more desirable given the ability to then see and respond to overlap, etc. However, Chair Domke-Damonte noted that this would mean that none of the task force work would go out for campus community comment on the day before spring break, which did not seem to be effective. SPSC members concluded that sending them out as available was preferable, and it was noted that after all were reviewed by President’s and Executive Council Retreat and reviewed by task forces again, that the entire combined strategic planning draft document would come out for another round of campus review and comment.

**Task Force 2: Student Excellence:**
Barb Ritter, Chair, stated that goal and objective statements were integrated after last meeting, but were still out for review with all task force members. Further adjustments will be made at the meeting scheduled for March 2.

The goals under this section address high-quality learning environments, health- and safety-conscious living learning environments, student personal integrity and civic
responsibilities, and curricular and co-curricular learning opportunities that increase student and campus awareness of global citizenship.

Questions were raised about whether graduate students were included throughout (as they are not explicitly included in QEP), mission focus on liberal arts was noted, and career preparation was raised as a focal point for attention versus focus on liberal arts and critical thinking more broadly. It was also noted that the focus on academic integrity was really important to retain. Goal 2 reframing was then discussed, and it was noted that indicating both “personal and professional” implied only two types of knowledge. It was suggested that this could be removed as a concern by retracting the “personal and professional” from the amended goal statement adopted.

Michael Ruse made the motion, seconded by Aneilya Barnes to remove “personal and professional” from the Strategy 2 revised statement. Motion was passed, resulting in the amended Strategy 2 statement as follows:

Strategy 2. Student Excellence

Promote an educational environment that engages students to develop knowledge, learn and apply skills, and act as responsible, healthy and productive citizens with a global perspective.

Task Force 3: An Engaged Staff and Faculty:
Chaired by Ed Jadallah and updates presented by Brian Bunton. The set of goals and objectives review was completed on February 19, approved by e-vote of the task force for circulation, and completed on February 24.

The goals under this section address professional development for faculty and staff, to foster and celebrate the personal enrichment, campus and community engagement of CCU faculty, staff, and students, and to improve internal communication within the institution to greater inclusion in decision-making. There was generally little specific comments on this section, but some overlap between goals here and those of task force 5 were noted.

Task Force 4: Accessibility, Inclusion, Diversity:
Chaired by Dan Ennis and updates presented by Darla Domke-Damonte. The task force reviewed and discussed both goals and all objectives at meeting on February 18. Some of the objectives are still under discussion by the task force.

The goals under this section address a barrier-free environment that increase access to institutional opportunities and to cultivate a campus culture that catalyzes interaction among diverse constituents of the University.

Task Force 5: The CCU Story:
Bill Plate, Chair, reported the task force completed review of all goals and objectives on February 19 and are waiting on e-vote to approve and advance on February 24th.
The goals under this section addresses a strong CCU identity through academic quality, personal attention, engagement, to identify and communicate the accomplishments and contributions of CCU faculty, staff and alumni, and to improve internal campus communications. Some questions were raised about Objective 5.1.1 which denotes existing infrastructure, with concern raised about whether this exists and/or needs to be developed and what format such sharing might take.

Task Force 6: Financial Stability and Infrastructure:
Stacie Bowie, Chair, presented the goals and objectives that were completed by the task force earlier that day and which differed slightly from the pre-meeting handouts prepared for all task force members. The goals under this section address revenue, expenses, and integration and transparency of master planning/facilities management plan, enrollment planning/staffing, and technology support. Discussion about the "quality student" should be added to task force 6 under the enrollment planning section.

The next item to be worked on by the various task forces is to identify some specific measures of success (1-3 per objective) that can be tracked to determine if the Institution has met the stated objective. Each task force is being asked for this information by March 4.

Chair Domke-Damonte noted that as Task Forces 3, 5, and 6 have already approved their goals and objectives, those drafts will be shared for campus community comment tomorrow (on February 26) with a campuswide notification, and that others will be opened as they are approved by the respective task force. When all are up, another announcement will be made to invite campus community feedback.

V. The meeting was adjourned at 9:15 pm. The next meeting is scheduled for March 17, 2016 in the Alford Ballroom of Atheneum Hall.