STRATEGIC PLANNING STEERING COMMITTEE - MINUTES
Thursday, October 8, 2015 5:30 p.m. – 8:00 p.m.
Atheneum Hall 105 (Alford Ballroom)

Chairperson: Dr. Darla Domke-Damonte

In Attendance: Darla Domke-Damonte, Associate Provost/Professor
President David A. DeCenzo
Ralph Byington, Provost and Senior Associate VP for Academic and Student Affairs
Stacie Bowie, Vice President and Chief Financial Officer
Rose Marie Johnson, Risk Management and Compliance
Jonathan Bruenn, Student Government Association VP of Finance
Brian Bunton, Faculty Senate
Jennifer Altieri, Spadoni College of Education
Arlise McKinney, E. Craig Wall Sr. College of Business Administration & Graduate Programs
Richard Viso, College of Science and Graduate Programs
Aneilya Barnes, Edwards College of Humanities and Fine Arts & QEP
Margaret Fain, Kimbel Library & Core Curriculum
Woody Ford, Alumni Class of 2015
Dan Lawless, Chair, Staff Advisory Council
Mr. Carlos Johnson, Board of Trustees (By Conference Call)
Mr. Charles Jordan, Western Horry County
Mr. Dennis Wade, Business Community

Absent: Christine Mee, Institutional Research,
Michael Ruse, University College & University Honors Program
The Honorable Mark Lazarus, Legislative Delegation

1. **Call to Order** - Dr. Domke-Damonte at 6 p.m.

2. **Welcome and Charge to Committee** - Dr. David A. DeCenzo, President
   President DeCenzo thanked everyone for their willingness to serve. He stated that while we are fortunate in growth, we need to be sensitive to not leave to chance continued growth. That is why Dr. Domke-Damonte has been asked to lead the Strategic Planning Steering Committee to move the University forward, formulate new plans and insure that budget and expenditures are linked to goals.

3. **Introduction of the Committee Members** - Dr. Domke-Damonte
   For reflection, Dr. Domke-Damonte posed the question, “Why are you here?” She spoke of how this process is not about any one group, but of a community of students who have entrusted their education to us, a community of faculty and staff who have committed their expertise and professional welfare to us, and a community around us who we serve. We have an obligation to them. How can we arrive at and take action on a narrative? Each member introduced themselves.

4. **Presentation Overview of the Planned Committee Process** - Dr. Domke-Damonte
   To insure continued effective and appropriate development of the institution:
   Please bring to attention of this committee when/as you hear feedback relative to the process.
   Focus on the mission to insure that our efforts are following the mission which will stay the same for the 2016-2021 strategic plan, as it was just reviewed and approved through university and CHE earlier this year for graduate program offering adjustments.
   Please do not dismiss non-truths/myths but bring them back to the committee or chair for attention.
This process will unfold in 3 phases:

Phase 1: (In Fall 2015)

Understanding clearly what is happening in the environment (in higher education, in our state, in other learning institutions, in the population of learners coming up through the schools, in modalities of learning, etc.)

Consider what we do effectively and what we are not doing so well compared to others.

Reflect on what we can learn from our peers and aspirants and who their aspirants are? How well are we telling our story?

Arrive from this process at the focal key priority strategies for the 2016-2021 time period.

Phase 2: (In Spring 2016)

Break into task forces to work on identifying clear goals and objectives under each strategy, with the task forces composed of departments and areas of campus will touch on delivering on the strategies noted? Bring these strategies, goals, and objectives together into a single document and share for review and comment among constituent groups with a goal for adoption by internal groups by July 2016 and Board of Trustees by August 2016 meeting.

Phase 3: (In Spring 2016)

Evaluate the current relationships, timing, and outcomes desired from the planning, budgeting and assessment processes at Coastal Carolina University to more closely link these processes as we embrace a replacement to TEAL Online in future years.

5. **Review of University Mission – Key Statements and Underlying Commitments**

Committee members were asked to read through the mission that was visible on the overhead and in their packets. Members contributed what they felt were key elements:

Key attributes/commitments from the mission:

- Liberal Arts Institution
- Student Centered
- Comprehensive
- Diverse Dynamic
- Teacher/Scholar Model
- Experiential Learning
- To Deliver
- To be a role model in the community
- Global Perspective
- Highly motivated students, faculty and staff
- High standards of integrity and accountability
- Graduate and Undergraduate programs of global significance
- Innovative methods and approaches
- Staying current in technology for learning and support areas
- Knowledgeable and prepared students
- Supporting faculty and staff
- Fair and honest treatment of our constituents
- Good stewards of our resources
- Engaged learning and programming
- Strong relationship with the community
- Connectedness
- Cultural and Intellectual Center
Dr. Domke-Damonte stated the importance on consistency between the mission and what we adopt as strategic priorities for the plan.

6. Subcommittee Assignments:
   a. External Trends Analysis
   b. Comparative Position Relative to Peer and Aspirant Institutions
   c. Internal Review of Strengths and Weaknesses

Each subcommittee was asked to prepare a report (no shorter than 5 pages) including references.

Digital reports are due Monday, October 26. They can be shared in our next meeting, Thursday, October 29 by PowerPoint, speech presentation or by method of choice.

Subcommittees were constructed with the following composition:

   External Trends Analysis: Margaret Fain (Chair), Ralph Byington, Charles Jordan, Dennis Wade, Aneilya Barnes, Margaret Fain, Mark Lazarus, Darla Domke-Damonte

   Comparative Position Relative to Peer and Aspirant Institutions: Christine Mee (Chair), Jennifer Altieri, Stacie Bowie, Arlise McKinney, Richard Viso, Christine, Dan Lawless, Darla Domke-Damonte

   Internal Review of Strengths and Weaknesses: Brian Bunton (Chair), Jonathan Bruenn, Woody Ford, Rose Marie Johnson, Michael Ruse, Carlos Johnson, Darla Domke-Damonte

Subcommittees were asked to share areas of important questions for their deliberation with Darla for processing/information seeking.

7. Articulation and Approval of Stakeholder Communication Process for Committee Deliberations and Outcomes

   Overhead was provided for members to see how to access the web for reports and communicating.

8. Input into Data Gathering, Focus Groups, Etc.

   Dr. Domke-Damonte will be working with all 3 groups. President DeCenzo welcomes all questions.

   All points of view and ideas are wanted. Focus groups will be created within the next week and questions/access points shared with committee members. Posting will be made of all focus groups to share on Resources Page for review of committee and constituent groups.

9. Meeting was adjourned at 7:15pm and subcommittees broke out to strategize and plan, with the reminder that the next meeting will be Thursday, October 29, 2015 with the meeting time from 6pm - 9 p.m. Atheneum Hall 105 (Alford Ballroom)

Respectively submitted by Debbie Dudley

October 9, 2015