



**Strategic Planning Steering Committee
Fourth Committee Meeting
October 18, 2007**

MINUTES

Present: Will Garland, chair; David Evans; Chris Mee; Sallie Clarkson; Michael Frazier; Gib Darden; Maria Bachman, Jerome Christia; Milton Miles, Charles Jordan, Col. William Baxley, Carl Schwartzkopf, Brad Dean. Also attending Judy Vogt, Vice President of Enrollment Management, Krista Timney, Director of Undergraduate Admissions, Claudia McCollough, Director, Jackson Center for Ethics & Values, and Darla Domke-Damonte, Coordinator of Strategic Planning.

Chairman Will Garland called the meeting to order at 6:30 p.m. He called for acceptance of the minutes of the October 4 meeting. Gib Darden made the motion to accept and Jerome Christia provided a second. Minutes were accepted.

Chairman Garland recognized VP Judy Vogt, who introduced Krista Timney and shared a report on the Palmetto First Recruitment Campaign targeting in-state South Carolina students. She responded to questions posed by committee members, including whether and how communication took place with prospective students' parents, interaction and utilization of alumni in various areas to host events and/or [provide information to prospective students, whether any direct connections existed between CCU and governor's school, and work with Early College Program.

Chairman Garland then asked Krista Timney if she had additional comments. She noted that the program is emphasizing SC students, and that a concerted effort is being also made in the local area to make connections and improve image for CCU. Darla thanked Krista for coordinating on organizing focus groups with admissions recruiters as input into the strategic planning process.

Chairman Garland then recognized Claudia McCollough, who encouraged the group to explore and articulate the values that undergirded the efforts to set up the mission for the university so that these values could serve as a checklist and guideposts to the strategic plan. She shared several examples, and noted that the Murdoch plan established that one established values first, then formed the strategic plan, then established the ethical principles that would guide the organization, and then developed the code of conduct to hold individuals within the organization accountable to the previous commitments. She stressed the need for the committee to agree on these values and the need for these to be actionable. She asked that the committee embrace this process as a starting point to the mission and strategic plan. Darla Domke-Damonte reiterated that the framework needed to be more than touchy feely, and Claudia McCollough noted we needed to move from abstract to concrete.

Chairman Garland then asked for Old Business. Discussion was held on each of the submitted reports in progress from the subcommittees. Concerns were noted about need to get to a summary of the insights derived from these extensive documents or we would overwhelm the readers, and questions were raised about how the parts of the process were fitting together. Peer and Aspirant Institution comparison report was close to final, but will add in the previously submitted charts, and include benchmarks for comparative purposes; External Trends report was noted to include several critical areas providing oversight on present and future challenges and opportunities in environment, but comments noted that summary provided good overview to these issues. Internal Strengths and Weaknesses Report is still in preliminary development. Darla Domke-Damonte noted that she would assist with its development.

Chairman Garland then moved to New Business. Darla Domke-Damonte noted need for us to agree on common values within which to establish mission and strategic plan. She asked for each member of committee to send list of values that they thought important to guide the process and serve as checks to all parts of the process. Chairman Garland noted that the next meeting is Thursday, October 25, and noted that we will be working on identifying issues to include in mission statement, and that committee will then task Darla Domke-Damonte to provide preliminary drafts to committee for consideration.

There being no further business, the meeting was adjourned at 8:17pm

Respectfully submitted, October 23, 2007
Darla Domke-Damonte