



COASTAL CAROLINA UNIVERSITY

*Coordinator of Strategic Planning
Office of the President*

Strategic Planning Steering Committee First Committee Meeting September 6, 2007

MINUTES

Present: Will Garland, chair; David Evans; Samuel Swad; Chris Mee; Lauren Brajer; Sally Clarkson; Maria Bachman; Jerry Oakley; Bill Baxley; Charles Jordan; Carl Schwartzkopf; Michael Frazier. Also attending President David DeCenzo, Executive Vice President Edgar Dyer, and Darla Domke-Damonte, Coordinator of Strategic Planning.

Chairman Will Garland called the meeting to order at 6:02 p.m.. He recognized President DeCenzo to provide the welcome and charge to the committee. President DeCenzo noted that this committee would be one of the most important in the months and years ahead as it helped to begin to chart the course of the University over the next several decades. He noted the opportunity this process has created to bring in lots of different stakeholders as the University seeks to identify how it should best build on its tradition. He noted broad initiatives that would require attention, including educational programs for stakeholders to draw South Carolina students, assurance of student success, attention to faculty and staff development and fulfillment of personal and professional goals, and financial accountability, among others. He recognized Darla Domke-Damonte, for her role in coordinating the process and assured the committee that the process would be well documented. He concluded by thanking committee members for their service.

Chairman Will Garland, then asked each member of the committee to introduce him or herself and to identify from which stakeholder group(s) he or she comes.

Chairman Will Garland then recognized Darla Domke-Damonte to provide an overview of the process for the committee. Darla provided an overview of the planned phasing of the process and articulation of the variety of ways in which input would be sought, monitored, summarized, and shared. She also explained the utilization of the strategic planning website located www.coastal.edu/strategicplanning. She also explained the various pieces of information included in the packet which was provided to each committee member and discussed briefly the purpose of each of the materials within the packet. She also asked for notification of erroneous contact information by committee members.

Chairman Will Garland then proceeded to new business. He first called for nominations or volunteers for the position of vice chairman of the committee to serve in the absence of the Chairman. Michael Frazier self nominated for that position. Carl Schwarzkopf moved to close nominations. This was seconded by Colonel Baxley. Chairman Will Garland recognized Michael Frazier as the vice chairman of the committee by acclamation.

Chairman Will Garland then proceeded to articulate the subcommittee composition for the strategic planning steering committee. He noted that he would appoint the following individuals to serve as chairman of those respective subcommittees. External Trends Subcommittee will be chaired by Brad Dean. Comparative Position Relative to Peer and Aspirant Institutions Subcommittee will be chaired by Chris Mee. Internal Review of Strengths and Weaknesses Subcommittee will be chaired by David Evans. Chairman Garland requested other committee members to sign up for one of the three subcommittees.

Maria Bachman asked about the provision of a template for the reporting of the results of the insight derived from the committee's work. Darla noted she would provide a template to each subcommittee. Carl Schwartzkopf suggested that Darla sit in on each of the subcommittee meetings to assure that each of the subcommittees was following a common path. Questions were raised about when the subcommittees should plan to meet. Chairman Garland suggested that these subcommittees would meet in the weeks between the regular strategic planning steering committee meetings, but that subcommittees could plan to use part of the next meeting on September 20 to conduct some of their discussion. Carl Schwartzkopf and Sallie Clarkson asked about the timing and deadline for each of the parts of the process, and Darla was asked to create a schedule of those deadlines to share with committee members.

The final subcommittee roster includes the following:

External Trends Subcommittee:

Mr. Brad Dean, Chair
Mr. Carl Schwartzkopf
Col. Bill Baxley
Mr. Jerry Oakley
Dr. Gib Darden
Hon. Billy Witherspoon

Comparative Position Relative to Peer and Aspirant Institutions

Ms. Chris Mee, Chair
Mr. Michael Frazier
Dr. Maria Bachman
Ms. Sallie Clarkson
Mr. Milton Miles

Internal Review of Strengths and Weaknesses

Dr. Dave Evans, Chair
Mr. Charles Jordan
Ms. Lauren Brajer
Dr. Samuel Swad
Dr. Jerome Christia
Mr. Will Garland

Chairman Will Garland, then ask Darla to discuss the articulation and approval of stakeholder communication process. Darla mentioned the need for a clear communication structure and noted that she would request the creation of a master e-mail list to include all the strategic planning steering committee members. The committee also discussed the need for one voice to be answering the questions that were raised to the committee. Discussion indicated that Darla should be key repository to provide clear and unambiguous information to stakeholder groups about the process and its deliberations, though these reports would be shared with all committee members and deliberation as to the content may need to be discussed among committee members.

Finally, Chairman Garland noted the opportunities for input into the data gathering and focus groups and encouraged participation. He recognized Darla Domke-Damonte to comment on the various ways in which that would be possible.

Chairman Garland reinforced President DeCenzo's thanks to all committee members for their service. He requested any announcements or requests, one of which was parking permits for those located off campus. He indicated he would address this matter.

There being no further business meeting was adjourned at 6:42 p.m.

Respectfully submitted, September 8, 2007
Darla Domke-Damonte