

Strategic Planning Council
8/25/08, 9:00am

PRESENT: Allaire, Eder, Fenner, Gonzalez, Jaffee, Jaffee, Serwatka, Shuman, Workman

I. Mark Workman opened the meeting at 9:05am. He stated that the task of this council will be to create a strategic plan to align University operations with the new mission and vision statements.

II. Workman discussed the five major goals that were identified in establishing the new mission and vision statements, and suggested that these goals be mapped into the units that will be most responsible for their execution. He proposed that individuals should chair sub-committees of approximately 5 representatives each, which will be responsible for planning implementation strategies within the five specific goals:

- Goal 1: Learning Environment, proposed committee to be chaired by David Jaffee
- Goal 2: Diversity, proposed committee to be chaired by David Fenner
- Goal 3: Research: proposed committee to be chaired by TBA
- Goal 4: Community Engagement: proposed committee to be chaired by Mauricio Gonzalez
- Goal 5: Resource Acquisition: proposed committee to be co-chaired by Pierre Allaire and Shari Shuman
- Dr. Workman proposed that a sixth group be chaired by Tom Serwatka and assisted by Marianne Jaffee and Doug Eder, which would be responsible for identifying appropriate peer and aspirational institutions to assist the other sub-committees with arriving at appropriate benchmarks.
 - This committee would need to work in concert with each of the sub-committees to help inform their thinking about what constitutes appropriate measures and how they can be achieved.

Workman explained that he'd like the sub-groups to identify some desired outcomes deriving from their respective goals. He said the groups will also need to have a sense of current performance to be able to determine desired outcomes. He asked the groups to identify actions that will facilitate the achievement of desired outcomes, and take actions or make modifications, as necessary.

III. The council discussed considerations for the sub-groups:

- Tom Serwatka noted that in terms of depth and timespan, some goals are immediate and others are more long-term. He said he'd like his group to work

- across all the other groups to establish some consistency from one goal to the next, and said he feels a timeline for goals will be important.
- Mark Workman said that the number of implementations for each goal should be determined in group discussions, but that he believes this core group should clarify the scope of this task. Workman said some goals could be broken down as annual goals that are part of larger-scale goals.
 - There was discussion about the roles of the Board of Trustees and SACS accreditation in the goal implementation process.
 - The group discussed how to best measure performance, before and after changes are implemented.

IV. The council discussed what types of additional input would be beneficial in the planning strategy implementation process, and developed an approach for moving forward.

- It was determined that faculty and staff have a stake in this process and should be included.
- Other UNF constituencies will also be included, but may be included in the larger council, while the smaller sub-groups will remain a collection of approximately five members for optimal effectiveness.
- It was noted that there may be some overlap of representatives among the various sub-groups.

Mark Workman asked the council to identify five individuals considered to be most beneficial for the tasks of their respective sub-groups prior to the next meeting.

Workman determined that he would collaborate with President Delaney in evaluating plans for this project, and discuss the best way of alerting the campus to its purpose. He suggested that the group reconvene in approximately two weeks.

Meeting adjourned.

Minutes submitted by Melody Taylor