

**Strategic Planning Council
Chairs of Workgroups Meeting
December 1, 2008**

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

Mark Workman opened the meeting at 1:40pm.

USF's Strategic Planning Process as a Resource

The group collectively reviewed the University of South Florida's strategic plan from the USF website. Workman explained some of the goals and rationale behind USF's model, and said that while there are differences, USF shares significant overlap with UNF's goals.

He discussed sources for USF's benchmarks, and showed a spreadsheet with data detailing goals for primary and secondary performance indicators, types of measures, data sources, and VPs/divisions responsible for each goal. Workman said he liked the way that USF's plan is integrated from the University level down to the unit level, and discussed data categories that would make sense in a spreadsheet developed for UNF's strategic planning.

Spreadsheets for each USF unit detailing expenditures, budget information and performance data were shown and discussed. Workman proposed that the group follow USF's strategy in first identifying benchmarks, and then communicating to units that they are to determine intervening means to support action statements related to their functions. He said he felt the group didn't need to be overly prescriptive beyond establishing the standard that units should be reaching for. Shari Shuman expressed concerns about lines of authority and issues of responsibility for implementation of the action statements with this model. USF's infrastructure for decision support (Office of Decision Support) was discussed.

A template grid resembling USF's strategic planning data spreadsheet, filled in with skeleton UNF data, was distributed to the group and reviewed. Mark Workman offered suggestions to attain more clarity and simplification of a few of the action statements, but said they were otherwise at the appropriate level of abstraction and correctly worded. Larry Daniel suggested that some qualitative data would be helpful for assessment purposes, in addition to quantitative results. There was discussion concerning how to best gauge qualitative indicators, and keep them objective and consistent for several years.

Selection of Benchmarks and Budgetary Concerns

Shari Shuman and Tom Serwatka discussed the need to establish attainable, realistic benchmarks, and the possible assignment of priority to some initiatives over others due to budgetary constraints. Mark Workman said that while some goals set for the University will likely have to be modified because of resources, the task of the group is to work toward the ambitions of the President and the BOT to become a university of distinction. He noted that there will be many instances of building on existing programs rather than having to create all new ones.

There was discussion about responsibility across divisions, and how to coordinate the appropriate parties for collaboration as needed to work on each action statement. Mark Workman noted that the USF model requires units to indicate whether their actions are a collaborative effort, which could be a useful strategy for UNF.

Planning

Shari Shuman suggested that the workgroup chairs finalize action statements and intervening means/suggested actions to communicate to departments by February. She said this would assist units in knowing what is being asked for, telling them who is responsible, helping them know how to fill in data, and allowing enough time for 09-10 budget planning based on what they propose.

There was discussion about the benchmarks and metrics process. It was decided that Tom Serwatka's group will try to establish at least one benchmark for each of the five workgroups from various types and sources, such as SUS, peer, aspirational, and NSSE institutions, by sometime in January. It was suggested that all subcommittees be brought together to meet with the benchmark committee to work on determining benchmarks.

Mark Workman suggested that Michael Moore from USF's Office of Decision Support be invited to assist the workgroup chairs in the planning process at some point. There was discussion about how strategic planning software demos being presented to the IE team and ITS relate to the strategic planning process. Shari Shuman suggested that this could be a relevant topic for an upcoming retreat.

It was determined that Marianne Jaffee would make the changes previously discussed to the action statements, and send the entire grid to the workgroup chairs to communicate to their groups.

Mark Workman concluded the meeting at 3:15pm.
Minutes submitted by Melody Taylor