

# COEPS Strategic Planning and Budget Committee

## MINUTES

September 28, 2016

11:00 a.m. – 12:00 p.m.

Winther Hall 1013

Attendance: Katy Casey (chair), Elizabeth King, Amy Barth, Lana Collet-Klingenberg, Dean Katy Heyning

1. Approve minutes from 4.27.16 – motioned by Amy Barth, seconded by Katy Casey – motion approved
  
2. COEPS – SPBC website
  - a. Can be found at: <http://www.uww.edu/coeps/facstaff-resources/coeps-strategic-planning-and-budget-committee>
  - b. Still need posters with Strategic Plan in classrooms in Winther- Katy C will follow-up with Brenda regarding this issue
  - c. Need to update with new members
  
3. Strategic planning at Fall Forum
  - a. Share abbreviated notes from working groups

Vision: Katy Casey shared that group was focused on getting a vision statement in order to brand COEPS – group suggested the statement be short, action oriented, and reflect the values of the COEPS

Recommendation for working group: start by determining the vision statement

Value: Elizabeth King shared that one theme of the discussion was defining what our purpose is when communicating value. In addition, identifying what our value is in COEPS, identifying constituency groups, and conducting more outreach. Different tactics for communicating

value were shared such as creating “swag” (door clings, posters, banners, t-shirts) with our vision statement, record student voice, infographic for the college, and ask alums to attest to the value of their education received from COEPS. Other steps to realize this priority: review the ways that people are already sharing about our college, communicate our value to the campus- e.g., 100% of our students are involved in community service learning. Katy H – how do we communicate our value and how do we demonstrate what are value is to our stakeholders?

Recommendation for working group: start with diagramming (map) which populations we first want to communicate with, what we want to communicate and how we want to communicate

Partners: Katy Casey shared notes from the forum – two areas identifying the current status partnerships: first, to identify the partnerships that currently exist, types, and what is the value of each, and second, tapping into new partnerships. Questions raised: Are there partnerships that we can strengthen? What are some other areas that are untapped?

Recommendation for working group: create a grid of existing partnerships and the status (e.g., type, value) of each

Diversity: Katy Casey shared notes from the forum – conversation of diversity was very broad; what is diversity and how we do define it on our campus? There was a sense that the COEPS needed a common definition. In addition, comments were made regarding the climate of the college – recruiting and retaining diverse students and faculty (college culture); need to include the new Diversity Coordinator, and inclusive excellence fellow.

Recommendation for working group: first step is find a common definition; have the diversity coordinator head up working group

Global: Amy Barth shared notes from the forum – two ideas that emerged were to attract and further engage international students

Recommendations were to 1) communicate what globalization means and 2) to figure out the history of globalization – what is already in place? Dean Heyning weighed in to expand our understanding of globalization- What about infusing the understanding of global learning in the curriculum? Use of technology? There are a key group of people who are committed to this and may be interested in participating in the working group.

Recommendation for working group: TBD

Discussion of working on 1-4 and waiting to work on 5 as the others

4. Goals moving forward in each strategic priority (Dean Heyning)

- a. These were identified in discussion above
- b. Have each working group create goals for this year, next year, etc. – overall goal for each committee with sub-goals/strategies for each year to achieve the overall goal
- c. Need to identify what resources will we need and who will need to be involved to achieve these goals

5. Discuss plan to create working groups

- a. Members of each, set number or anyone who is interested?
  - i. Beth (Communicating Value), Katy (Vision), Juliana and Kristina (Partners) interested in continuing with groups; looking at working groups to see who might want to get involved in the ad hoc groups; send out to college to ask for volunteers
  - ii. Overall committee meet monthly to keep the evaluation piece on track
  - iii. Part of this committee is about the budget and will be on future agendas
  - iv. By November 1<sup>st</sup> have reached out to those we think might be interested in chairing one of the working groups; identify potential leaders from previous and other working groups

- v. Katy C. will follow up with an email regarding next steps.
- vi. Discussion of a potential Spring Forum – to continue this work