

President's Council : Notes from meeting **July 9, 2009**

1. The group convened at 9:00 a.m. with the primary agenda item to review the most recent draft of the College Plan—and make recommendations for revisions, reordering of priority/goals, review 'next steps' and launch plan.
2. We welcomed Tyrone Shaw, incoming chair of Faculty Assembly to the group and look forward to a good year working with FA.
3. We discussed re-ordering the goals and agreed to lead with the Academic Planning Goal since we are, at heart, an academic enterprise.
4. After some discussion, we agreed that the goals will be in this order:
 - Academic Planning
 - Early and Ongoing Student Success
 - Civic Engagement
 - Enrollment Management (we are still deliberating over the title of this goal)
 - College Transformation (new title will reflect our physical and virtual or technological aims)
 - Development

1. Academic Planning

Goal Statement: By 2014, Johnson State College's academic success will be strengthened by a more distinctive academic program, with greater flexibility, more streamlined general education requirements, and fewer roadblocks to graduation.

We talked about moving items f through i higher up the list of strategies (they are currently called 'key goals'; but, we will want another word (I suggest strategies) to distinguish the individual pieces of work from overarching goals.

For item h., we discussed amending the wording to include "institutional strengths and resources " and to make it clear that "academic" should precede programs.

We will reinstate a number 3. "Academic Supports" to include library services and advising, as an earlier draft had done.

2. Early and Ongoing Student Success

Goal Statement:

By 2014, JSC will have significantly increased the percentage of first-year students who return for their sophomore year by 2% per year and have improved its number of students who graduate in six years by 3% each year. This will be accomplished by a college-wide commitment to early and ongoing student success that focuses on early engagement and cuts across boundaries between academic and student affairs departments. JSC will be seen as a national leader in early student success.

Under (what is now) key goals, about to be renamed “strategies” or “means” or ?, we want to broaden c. to include all...faculty and staff (not limited to “new” faculty and staff). This item should read that Current faculty and staff members will have opportunities to upgrade continually their understanding of and commitment to ongoing student success.”

Under the Curricula part of this same goal (Early/Ongoing), we will spell-out the abbreviations and ground our GECC part of the item to refer to lessons learned from Policy 101 reviews.

3. Civic Engagement

Goal Statement: By January, 2014, Johnson State College will have expanded, deepened, and publicized its role as a citizen and partner in Lamoille County. The College will be known as a cultural and artistic resource, and an active participant in ongoing initiatives focused on the economic, social, and educational well-being of the citizens of the county. Our participation and leadership will be informed and characterized by:

1. A mature, multi-year and multi-sector plan that is known by members of the JSC and wider community, published on the college’s website and shared in other communications;
2. A standing advisory board to the President , characterized by membership from the business, government, education, and non-profit communities;
3. A Center—virtual or on-the-ground—for Lamoille Area Studies or, more broadly, Civic Engagement – supported by internal or external funding, endorsed and participated in by faculty and staff that sponsors research projects annually;
4. An increase from the current offerings of community-based student internships , community-based projects, and service learning events annually to characterized by project-specific language, informed by theory and practice, and requiring the endorsement and expertise of JSC and community experts;
5. A rich assortment of opportunities that will appeal to students from their first JSC encounter throughout their graduation;
6. Publication of research and other learning through in-person presentations, electronic and/or print media.

4. College and Campus Transformation: physical and virtual

I think we don’t yet have the exact title we want, but we do want to show that we mean not just ‘campus’ (although our physical spaces are a huge part of our efforts) but also upgrades to IT and other learning technologies.

Goal Statement:

By January, 2014, Johnson State College will be known for its excellent community spaces, its high quality teaching and learning facilities, and its emphasis on sustainability in building development and maintenance. The college will have completed the first phases of a transformation of its physical spaces into an environment that supports the college’s mission and provides opportunities to extend the learning of students to the field, the laboratory, the studio, and community.

Under #2 (sustainability) we will amend c. to refer to 'new technologies' rather than just course management software .

Under #3 (community....involvement) we will flip the orders of our two groups so that students, faculty, staff precede community memberships.

We will add a number #4 to focus on new tools, and new technologies so that the overall goal is broadened.

5. Enrollment Management

We had a discussion about the title of this goal and landed (according to my notes) on "Comprehensive Enrollment Planning". "Management" sounded more solely focused on administrative than we meant and strategic seems redundant since we will be thoughtful and goal-oriented.

While in need of condensing, the draft goal statement we tentatively agreed on (Barbara did some post-meeting pruning) is:

JSC will institute a comprehensive enrollment approach which will create targeted recruitment efforts aimed at populations most likely to thrive in the JSC environment, making decisions based on data analysis, collaboration between all areas of the college, and responsibility shared by staff and faculty. This approach will break down social and academic barriers students face in attaining their learning and degree goals.

Penny and Doug will review the areas or strategies within this goal:

marketing (presentation of our college to our publics)

student recruitment

admissions and conversion

early student experience at JSC

role of alumni in the process

and identify some areas of work to do, but not include the whole workplan.

6. Development and Fund Raising

Goal Statement:

Johnson State College will advance its goals and mission by significantly increasing philanthropic support. Strategies will include annual giving, special initiatives, foundation, and capital needs campaigns. Clear and articulated connections between the College's critical needs and identified priorities with development planning will ensure that funding is sought and received for areas that have the greatest potential to ensure the future excellence of the College.

To do: We do not yet have well-drawn connections in our plan between the College's goals and fund raising priorities; we will develop these. Also, we will put back in some action steps as this version of the plan over-compensated for the earlier, too-detailed draft.

Barbara shared the Still-to-do list which appears w/ comments here:

1. Craft a Vision statement. Such a statement will complete the sentence " If we realize all the goals of the plan by 2014, we will become a College that....."
2. A Landscape statement: description of the planning process—when it began, who participated, why we undertook the process and what sort of plan we undertook to write.
3. Editing for clarity, accessibility and consistency of voice. Revise for wider readership and ownership by spelling out abbreviations and other 'insider' language that may be exclusive to a new reader.
4. Arrive at right balance between too much specificity and too few examples of work to be done.
5. Make sure our 'most important' items are not buried and that they receive early and clear enough exposure in the Plan.
6. Consider a one-page or "pocket-sized" edition as well as our web presentation of the plan.
7. Consider preceding plan with our mission statement, our values (which need some revision).

we talked about **whose plan** this is: who will do the work and be guided by it and feel obligated to it.

The list of people included:

College leaders—President's Council members included
Members of faculty
Academic and Student Life Staff

Planning is also very useful to us in relation to our:

Accreditation agencies
Foundations and funders
Board of Trustees

We discussed our funding picture and financial resources and whether the Plan speaks directly enough (or is clear enough) about how much of our resource picture is made up of tuition and fees—so that the role of enrollment as a key force is sufficiently highlighted. We concluded that it does; but, that the Plan provides a good opportunity to launch a budget presentation: the revenue sources and expenditures assignments.

Groups will continue to refine their section of the plan. We meet again on **September 8th**. Barbara will be in touch with people before then and will draft a timetable of next steps.

Happy summer!