Strategic Planning Council  
2005 Retreat  
November 4, 2005

Attending: Prakash Bhuta, MJ Brukardt, Dan Capetillo, Marilyn Carpenter, Ron Dalla, Gini Hinch, Linda Kieffer, Brian Levin-Stankevich, Jim Moneymaker, Matthew Payne, Bill Ponder, Ray Soltero, Mary Voves, Sally Winkle. Guests: Tony Flinn and Ruth Galm

Discussion

After introductions, President Brian Levin-Stankevich led a discussion of the current state of strategic planning at Eastern and the role that the Council will play to advance it. The Council is, he noted, symbolic of a new way of working for the institution—collaborative, inviting new ideas and perspectives. By creating a group that is outside the existing structures of President’s Cabinet, Senate and ASEWU, it is designed to bring pressure to those bodies to work in nontraditional ways around shared goals and concerns.

Members of the Council expressed interest in using their professional experiences—in community engagement and working with K-12—and their current roles—as student and member of AIEA, to enrich perspectives on strategic planning. There was discussion and consensus around the fact that while there is an active core of supporters for planning and its goals, the majority of faculty and staff are not engaged, waiting for the process to end or actively cynical or opposed to it. The Council was very concerned about finding ways in which the planning efforts can be better communicated and department/unit-levels engaged.

Council Role

The Council is charged with taking the lead in continuing Eastern’s momentum for continued strategic planning. It is encouraged to work with AIEA and the Cabinet to identify relevant performance indicators for institutional goals and to actively advise the Cabinet, Senate and university on continuing planning.

The Council identified a series of concerns that it will prioritize for action at a future meeting. These issues are:

- Institutional performance indicators: how will the university measure its progress on the strategic plan? What are the “sign posts” that tell us we are serious about change?
- Communication, which involves:
  - articulating the benefits of our strategic planning priorities in order to engage greater participation at all levels (make the plan personal);
• sharing the critical challenges that may impede progress and that require collaborative action (retention, graduation rates) as well as finding ways to distribute the data that is necessary to address them; and
  • celebrating our successes
• Finding ways to reach departments and units to engage them in aligning their planning with institutional efforts
• Determining how to recognize and reward progress and success
• Addressing the issue of accountability for strategic planning action—what it means and how it can be integrated into our culture of planning more effectively.

**Strategic Planning Pool**

With the guidance of Ruth Galm, the Council created an evaluation rubric and discussed how it would evaluate the 30 full proposals. It was decided that it would divide into three groups, each of which would review 10 in depth and make a recommendation on those it believes should go forward. The entire group will then evaluate all the finalists together. The date for making a final decision was changed to December 15, allowing a later deadline for proposal completion of Nov. 28. The full group will convene on Friday, December 9 in CEB 226 from 10 am to 1 pm.

It was decided that Council members who have proposals would not evaluate their own and recuse themselves, if necessary, during the final decision session.