Strategic Planning Council
January 20, 2006


The next meeting of the Council will be Friday, Feb. 24, 10 am to 12 noon.

AIEA Presentation
Barbara Alvin, co-chair of the Assessment, Institutional Effectiveness and Accountability Committee, provided an overview of the assessment proposals that AIEA has presented to Cabinet. These include a range of key performance indicators that are designed to help Eastern evaluate how effectively the institution is meeting our strategic planning goals.

Discussion centered around the instructional indicators which the Faculty Organization has been charged with developing. Dean Soltero suggested a new category, “Instructional Environment” be added to include physical plant, technology and use of technology, as well as academic support services such as the library, TLC, Career Services, etc. The Council recommended that the FO focus on Quality of Instruction, Quality of Academic Programs and the Instructional Environment as immediate priorities for developing key indicators.

It was also suggested that in order to improve our data gathering to measure more effectively student engagement, department chairs should require that online student surveys be completed before they approve major/minors and graduation. It was suggested that an online flag could alert chairs to individuals who have not completed the survey. This should be an all-university policy decision.

There was discussion about how the instructional KPI could be developed by spring quarter. The FO will be asking various Councils, such as FPAC, UAC and GAC to develop indicators. It was suggested that a one-day working session could be convened to focus efforts. Sally Winkle will discuss with the FO Executive Committee.

Marilyn Carpenter reminded the Council that the 2004-05 Strategic Planning Work Groups have already outlined some key indicators. Sally will forward those to the respective Councils for consideration. The Council agreed that the indicators are positive tools to help Eastern identify our strengths and to create improvements; using positive language when communicating to the campus will be important.
The Council also began discussion of ways in which it can effectively inform the campus about the importance of assessing our strategic planning goals, engage the campus in using the indicators and gain broader involvement in our strategic planning process. An annual report to campus on our progress was suggested. This will be an item for the next meeting.

**Action:**
- MJ is to match the Work Group indicators to the instructional priorities and send copies of the Work Group reports to Sally for referral to the FO Councils.
- Council members will develop indicators to recommend to the FO:
  - Marilyn: Diversity
  - Gini: Student Engagement
  - Ray, Jim and Matt: Instructional Environment
- The SP Council encourages the FO to provide recommendations for key performance indicators by Spring Quarter. Sally will be the liaison between the FO and the Council.

### 2006 Strategic Planning Pool
Mary Voves reviewed Eastern’s financial prospects. Based on current significant shortfalls in freshman applications over last year, we anticipate a best-case scenario of no growth for fiscal 2007. She anticipates, however, that we will most likely have a similar amount of Strategic Planning Pool dollars (approximately $270,000) for 2006/07. Mary suggested that the Council begin thinking about funding alternatives beyond 2007.

With this assumption, the Council recommended that the SP Pool move to an academic year cycle, with new grants beginning July 1, 2006 through June 30, 2007. This will allow initiatives time over the summer as well as a full academic session for implementation.

The Council discussed the priorities that the pool should address in 2006. There was consensus that in light of our current downturn in enrollment that recruitment, enrollment and retention initiatives should be encouraged. Dean Soltero stressed the increased importance of retaining students and so student learning and success is also a priority.

**Action:**
- Council determined the following timeline for the next round of grants:
  - Feb. 15: RFP to campus
  - Apr. 1: 1-page proposal due
  - Apr. 15: Finalists announced
  - June 1: Final proposals due
  - June 16: Grants announced
  - July 1: Grant implementation begins
Conditions of the grants include:
  - No Council members may be project leads
  - Individuals may submit only one proposal
  - Funding for positions will be accepted only if proposal includes a sustainable funding plan beyond the grant period
  - Grants of more than $25,000 require some matching funds from a university department or unit
  - A strong assessment plan will be a priority for funding

MJ will draft a new RFP and distribute to members of the Council for input prior to communicating to campus by Feb. 15.