

Strategic Priorities Planning Committee Meeting Minutes

Friday, February 26, 2021

9:00 a.m. – 11:00 a.m.

Zoom Video Conference

Attending: Melinda Lowe, Kimberly Dorsey, Brooke Carter, Jess Harpole, Margaret Hayward, Hillary Richardson, Tammie McCoy, Amanda Powers, Andrew Moneymaker, Glen Halbert, Nicole Patrick, Cherie Labat, Iika McCarter, Lyndsay Cumberland, David Brooking, Kendall Dunkelberg, Mark Ellard, President Nora Miller, Amanda Dahl, Mea Ashley, Andrew Garner, Shawn Dickey, Anika Perkins, Chad Murphy, and Melissa Buxton.

Melinda Lowe called the meeting to order and welcomed everyone.

Mark Ellard – There were two main things talked about at the last SPPC 5-6 years ago were the master plan and the possibility of performance funding with state appropriations. The appropriation funding was only used for one year and we do not need to concentrate on that this year. They are projecting a 1.9% decrease for appropriations from the state for FY22. They are including this year's CARES funds, so that may come out. The funding only affects one year. This could mean a decrease of \$300,000 for MUW. There may be tuition increases, possibly 3% increase and this will probably be in line with other universities. About 52% of the general fund is received from tuition. Regarding the previous master plan, we have many other issues that will be more of a priority. Some of those items from the previous plan, however, are still in process. We hope we will have a little time to get the budgets to IHL, possibly May or June. This plan should develop that budget in the future. As we look at our goals, we want to push ourselves, but also want to look at goals that we can accomplish. The process will probably be the same, with perhaps more tracking.

David Brooking – (see **PowerPoint presentation on Student Success Priorities**). Discussed were Student Success-related Initiatives; **IHL Performance Allocation Model**, which was only used about one year; **Enrollment Management Council Goals, Federal Title III Grant** (increase retention, increase pass rate and graduation rate, intermediate math developer and peer mentors, counseling, Degree Works and laptops for students); and **Woodward Hines Education Foundation IMPACT Grant** (increased retention and 4 year graduation of transfer students, decreased melt rate of transfer students, transfer navigator, transfer student completion grants, Campus Logic software). New priorities include expanding access for distance students (online orientation and tutoring, proctoring, mentoring and laptop and Wi-Fi Hotspot checkout, increasing support for at risk and underserved students, maintain support for freshmen and expand support for transfers).

Jess Harpole – (see **PowerPoint presentation on Student Affairs Priorities**). Student Affairs encompasses BIT/Conduct, Counseling, Student Life and Housing. **Conduct, BIT and Counseling**: focus on safety of campus, engage and support students in distress by increasing education and training, provide services for counseling, crisis intervention and outreach by

increasing capacity for clients and professional space. **Student Life:** provide diverse involvement opportunities, personal development and enhance learning by providing opportunities for experiential learning, promoting campus culture and recruiting qualified and diverse staff. **Housing and Resident Life:** provide student-centered community, promoting awareness, personal development and academic success by increasing resident hall occupancy and recruiting qualified and diverse staff.

The main priorities for Student Affairs are improving student resources, promote opportunities for growth and advocate improving the campus experience.

Lindsay Cumberland – Office of Development and Alumni Relations works with the Foundation. The mission of the Foundation was read. The University must have private donations as well as having the university's support. The Foundation gives the university over \$2.6M per year in total scholarships and university assistance. On June 30, 2020, the Foundation's assets were above \$50M. During COVID, the Foundation raised over \$50,000 for the Student Emergency Fund. Despite COVID, the Foundation was up \$400,000 at the end of December 2020, compared to December 2019 in total amount raised. Many departments benefit from the efforts of the Foundation. The Foundation promotes alumni pride by sponsoring events, where alumni learn about all the areas benefitting from their support. This helps with recruiting new students. The Welty Gala (even though not done in person) netted over \$35,000, which was an increase from the previous year. Recently, there was a successful MUW AA Blue Event. We have maintained a faculty and staff-giving rate of over 65%. The biggest challenge for the Foundation office is instilling university pride in alumni who were online students.

Amanda Powers – (see **PowerPoint on Library Priorities**). The library focuses on **Parity for Services and Resources:** information resources, technology resources, services and campus collaborations. **Undergraduate Research:** digital studies minor, office of undergraduate research (conference, summer scholars and faculty mentor training) and Athena Commons (OUR content, Merge journal, Capstone projects, conferences). **Library as Place:** create welcoming environment, continue safety measures, improve print collections, Athena upkeep and maintenance, Co-Curricular tech lab experimentation, create ongoing exhibits highlighting MUW, and streaming classrooms. **Archives and Special Collections:** Ms. Women's History and Leadership Collections, digitization and conservation (Smith papers, MUW Theses, university archives and publications, maps and building plans and Meh Lady) and discoverability. **Library Personnel:** commitment to ongoing professional development, re-evaluating positions, and IDEA hiring practices. **Inclusion, Diversity, Equity and Accessibility:** committee training and retreats, book club, DEI council retreat, orientation leaders' workshop and additional opportunities. **Finances:** increase in database and journal contracts, increase in streaming video, equipment maintenance contracts, realignment of spending priorities, fundraising for study room technology, Summer Scholars, office of undergraduate research, and staff spaces, building partnerships with IHL Libraries Consortium. **Random items:** student emergency fund, Owl's Nest Pantry and Closet and DEI Council.

Anika Perkins - Priorities of University Relations. The university has branding guidelines. We were tasked in 2013 with bringing more consistency to the look and feel of the university as well as publications and website. All the design was brought in-house. A color palette was developed. We are making sure we tell the stories of our students, faculty, staff and alumni. It is important for information to flow through our office. We are doing more with social media, photos and videos. We are a campus resource and are open to ideas and ways that we can help.

Melinda Lowe – (see **PowerPoint on Regional Stewardship**). In the last strategic plan, we had five goals: cultivate collaborations that increase health and well-being, provide outreach to underserved populations, strengthen and expand K-12 partnerships, contribute to the creative economy, forge meaningful and engaged partnerships that provide real-life experiences for students. Some of our stewardship examples are: **Health** (nursing, culinary arts, campus rec, speech language pathology, health and kinesiology, athletic camps and counseling center) **Education** (Governor's school, Professional Learning Academy, Science Bowl, Navigating Nursing, Jumpstart, Sonia Kovalevsky Day, Bright from the Start, OWL-STAR project, Grant Related projects, W-Best, Excel by 5, W Wednesdays and NEW Leadership) **Community Engagement** (cultural events, honors forum, clinic/hospital affiliations, Welty Writers' Symposium, Community Health Advocate Program, library services, Music by Women Festival, Phi Beta Lambda State Conference, and Plymouth Buff)

Kimberly Dorsey said this week the Canvas shell would be published. It will be very user friendly, make it easy to access, and find all documents. We hope to set things up in modules that will include a link to documents in 2016, link to Zoom recordings, PowerPoint presentations, and current documents and links. There will be a place to have discussion posts. Melinda and Kimberly will be looking at the notes and presentations to see if they can put together some suggested themes and get those into the discussion board, and hopefully get everyone's feedback. Theme teams will be developed to set goals and objectives. These teams will include individuals from different areas across campus and different organizational levels to get input from all areas and all levels. These teams will be set up in Canvas. As we begin Canvas usage, feel free to contact Kimberly with any questions. For next week, look for the publication of the Canvas course, look for theme topics and assignments, and teams can begin engaging. The next Zoom meeting will be Friday, March 5 at 9:00 am.

There being no further business, the meeting was adjourned.