



IP3 Executive Committee to the President for Institutional Planning

Meeting, October 23, 2002

MINUTES

Members Present: Patty Carl, Patrick Creedon, Sandra Napoli D'Arco, De DeGrado, John Frye, Kevin Kennedy, Cynthia Sims (representing Kay Langston), Doug Olson, Mike Pendola, Rosetta Polizzotto, Jim Reynolds, Joe Tidei, Brenda Jones Watkins and Bob Wilson

De DeGrado, Chairperson of the Executive Committee to the President for Institutional Planning, called the meeting to order at 2:10 p.m. He then distributed copies of the agenda.

Review and Approval of Institutional Objectives

To begin the review of objectives and recommendations, Dr. DeGrado distributed a handout, summarizing the submissions made by each chairperson of the priority committees.

D. Olson, chair for the Enrollment Committee, gave an overview of his committee's objectives and their recommendations. He explained their first recommendation: "To create a positive student focused cycle of success within the registration and retention process." The idea is to help students be more successful, from their first contact with the college through the entire process. J. Frye asked what is considered to be the "cycle of success." D. Olson responded that it could include a student's first call or visit to campus, the registration process, courses they select, support services, etc. The process varies from student to student but the cycle consists of whatever the students' needs may be.

Recommendation #2 is to "Develop and implement a comprehensive and integrated strategic marketing plan." This should encompass the entire campus with one large-scale marketing plan. D. Olson stated this could be the key to increasing enrollment. His committee discussed the role of research and how it can complement this recommendation. Some research efforts may need to be different or increased. Future decision can be based on new data using enhanced research.

J. Frye asked for clarification of the third recommendation: “To promote a cooperative college culture that makes enrollment decisions based on data.” D. Olson briefly reviewed the bullet points under #3 and added that any enrollment decisions made at the college should have some research behind them. Research can be built up so decisions are driven by data to have a more cooperative college culture. S. D’Arco pointed out that enrollment factors are not only related to internal processes but also external information that may impact it. B. Watkins added that expanding the role of research, as it relates to enrollment, could make a difference. Discussion followed about the use of the word enrollment and the wording of this recommendation. M. Pendola suggested the following new wording: “Enhanced institutional resources to assist the college in making enrollment management decisions based upon data.”

In regard to recommendation #4, D. Olson highlighted that one critical part of assisting students is to clearly identify their intended goals. Also, when a student changes their program of study, it is crucial that the records are changed as well.

S. D’Arco, as chair of the Communications Committee, reviewed each of the 4 objectives submitted. In regard to their second recommendation, she stressed that it is very important to involve and encourage people to give input before decisions are made. For #3, she mentioned that a review of internal paper flow, forms and processes be conducted to reduce “red tape”. Recommendation #4 is primarily about external communications, to encourage external constituents to become an integral part of the college. A review of all events that invite external constituents could be done to determine if there are enough and whether they are targeted to the objectives of the institution.

M. Pendola said the purpose of external contact does not always have to serve as a marketing tool. Sometimes the college can be providing services and/or information to the community. There was some discussion about any similarities and differences between the Communications Committee objectives and the Enrollment Committee objectives. S. D’Arco pointed out that the web site is not part of enrollment management. P. Carl added that it might be best to keep these separate so that the intentions of the objectives are clear to other employees (those not on the committees).

The overall approval process and distribution of information regarding the objectives was discussed. D. Olson stated that potential activities to support the objectives should be part of the implementation. A comprehensive marketing plan may need to be developed.

P. Carl, as chair of the Human Development Committee, reviewed their overall goal, objectives and recommendations. Their first objective is to “Provide ongoing service training for all employees.” Diversity training is viewed as an important aspect of this. Under the Human Development Committee, their communications objective is to “Promote communication to enhance teamwork and excellent service.” The main idea of #4 will be to put in place a comprehensive recognition program. M. Pendola asked if this is supposed to be for employees only. The response was that when you develop employees, it impacts how students are treated. They benefit as well from human development.

Similarities between the Communications Committee and Human Development Committee were covered. P. Carl agreed that Human Development's objective #3 could be removed due to the overlap with the Communications Committee.

C. Sims explained the objectives and recommendations submitted by the Program Quality Improvement Committee. She stated the main idea of #1, "To create and enhance adult programming," is to improve the adult learners experience at the college. The committee discussed the wording for #1. J. Frye thought it should be worded more clearly. M. Pendola suggested changing it to the following: "To create new and enhanced programming for the non-traditional student." When reviewing objective #2, C. Sims mentioned that if a person is using Explorer, they couldn't access the Triton web site. Objective #3 focuses on promoting a "student-centered learning environment." A main segment of this would be to improve the quality of service provided.

M. Pendola raised the issue of conveying the point that the objectives are not only in regard to academics. Managers in areas not directly related to academics will need to understand how to include the objectives in their budgets. J. Tidei said other support provided to the college helps the areas involved in programming. R. Polizzotto agreed and added that the wording used in the document that will eventually be distributed needs to reflect the role of non-academic areas. This led back to some discussion about changing the wording for objective #3. The committee decided upon the following: "To create new and enhanced existing programs and services for the entire campus community."

Objective #4, "To utilize assessment to ensure program quality" was reviewed. J. Frye expressed concern about the second bullet point, "Develop competency-based measures for all courses and programs." That may not be a practical goal. C. Sims said it could be deleted.

D. DeGrado reminded everyone that these are preliminary objectives to be refined and prioritized. K. Kennedy suggested that the committee consider determining 1 or 2 key items to be focused on and accomplished within the next year. R. Wilson stated that some of the recommendations are too broad. He suggested that 2 to 4 be selected under each objective and then to move forward by assigning the tasks to accomplish them in an efficient manner. R. Polizzotto agreed with the idea of streamlining by choosing the most important recommendations.

D. DeGrado distributed and reviewed the three-year IP timeline. D. Olson noticed that the construction component was not included in the timeline. Also, the committee talked about who should be attending the open forums. There may be a need to have priority committee representation at the forums to explain the scope of IP3 to the community. In regard to budget planning, IP3 will be integrated into the budget process and managers will need to know the amount of money available.

The Executive Committee approved the tentative goals going to the open forum. B. Watkins said that the main goal of the forums is to obtain further input. The forums will be held Nov. 5-11, 2002.

Meeting Dates

It was decided that the Executive Committee would meet on Thursday, Nov. 7, 2002 at 2 p.m. to discuss and review the definition of fixed costs. On Monday, Nov. 25, 2002 at 2 p.m. the Executive Committee will meet to review the input from the forums and finalize the objectives. D. DeGrado will provide the location for these meetings after room reservations have been made.

Adjournment

Chairperson DeGrado adjourned the meeting at 4:25 p.m.