

**EAST CENTRAL COLLEGE
BOARD OF TRUSTEES WORKSHOP
Tuesday, August 14, 2018**

CALL TO ORDER: The Board of Trustees Workshop was called to order at 5:30 p.m. by Board President Ann Hartley. Other Board members present for the meeting were Joseph Stroetker, Prudence Fink Johnson, Cookie Hays, Eric Park and Audrey Freitag. Also present were President of the College Jon Bauer, Interim Vice President of Academic Affairs Robyn Walter, Executive Director of Institutional Effectiveness Michelle Smith, Director of Financial Services Annette Moore, Director of Admissions J.C. Crane, and Executive Assistant to the President Bonnie Gardner.

RECOGNITION OF GUESTS: Dr. Bauer introduced new employees Michelle Smith and J.C. Crane and noted that Robyn Walter has stepped into the role of Interim Vice President.

STRATEGIC PLANNING – CAMPUSWORKS PRESENTATION: Dr. Kevin David and Liz Murphy (participating via video conference) from CampusWorks were introduced.

Dr. David provided an overview of CampusWorks noting that they work exclusively as consultants to higher education. Earlier in the day he presented a session on higher education trends and will be conducting a student experience workshop August 15. That workshop will include small groups of staff, faculty and students working together to identify barriers to student success and what the ideal student experience should look like. This input will guide the planning process. He noted that many plans are developed but not executed. CampusWorks' approach is designed to engage individuals so that there is buy-in and employees know how to execute the plan.

Liz Murphy noted that the mission is at the base of the plan with the student experience being the next level. Defining a shared vision for the student experience is foundational; the strategies are supported by the vision and values of the institution. The process will include looking at the current values and re-evaluating them after the strategies are developed. The values should be the way in which the employees agree they want to work together to advance the mission and vision.

The Board is responsible for articulating the vision and mission of the institution. These will be developed later in the process during a Board workshop; the campus will have the opportunity to provide feedback and input. The Board will be asked to approve the strategies and overall plan developed by the faculty, staff and administration. Everyone will participate in developing the values, strategies and objectives. The action plans and tactics will be developed by the administrative team. Development of the mission and vision will probably occur in December or January; a Future Summit will occur before they are developed. Staff will be trained to write impact statements that will drive strategies, objectives and action plans.

The Strategic Planning Committee will learn how to bring people along so that change can be made together. Ms. Murphy noted that everyone will move through the transition at a different pace and suggested reading *Managing Transitions* by William Bridges.

The strategic plan development process will include a Future Summit where the external community and employees are invited to a futuristic summit using information from a SWOT

(Strengths, Weaknesses, Opportunities, Threats) analysis, focus groups and the student experience workshop. Key opportunities will be identified and what is happening in the geographic area as well as in community colleges will be reviewed. The Future Summit will include a series of Ed Talks and breakout sessions. Staff will be trained to help with facilitation of the breakout sessions to develop impact statements on key topics discussed in the Ed Talks. The Summit will generate 50 to 100 impact statements and will bring the community into the College's planning process.

The Strategic Planning Committee will take key topics for further research and study in scan teams. They will look at best practices, outside research and benchmarks. The Board will also be asked to approve the measurements in the plan including the timelines and quantitative measures.

There will be a community event to give feedback on the mission, vision, strategies and objectives. The final plan should consist of three to five strategies with two to three objectives under each strategy. An implementation plan will be built next summer.

An open invitation to join the Strategic Planning Committee will go out on August 16. A SWOT survey will be going out and then the Future Summit will be scheduled. The Board is asked to promote the Future Summit and will participate in the mission workshop in December or January. As soon as the date for the Summit is established, it can be shared with the public and administration should make presentations to civic groups to encourage participation. The entire process is designed to get buy in from all stakeholders.

ADJOURNMENT:

Motion: To adjourn the August 14, 2018 public Board of Trustees workshop at 6.26 p.m.

Motion by Audrey Freitag; Seconded by Cookie Hays; carried unanimously.

President, Board of Trustees

Secretary, Board of Trustees