

**EAST CENTRAL COLLEGE  
BOARD OF TRUSTEES WORKSHOP  
Thursday, January 17, 2019**

**CALL TO ORDER:** The Board of Trustees Workshop was called to order at 9:06 a.m. by Board President Ann Hartley. Other Board members present for the meeting were Joseph Stroetker, Prudence Fink Johnson, Cookie Hays and Eric Park. Also present were President of the College Jon Bauer; Interim Vice President of Academic Affairs Robyn Walter; Vice President of Student Development Heath Martin; Vice President of External Relations Joel Doepker; Vice President of Finance and Administration Phil Pena; Director of Human Resources Wendy Hartmann; Strategic Planning Committee Tri-Chairs Michelle Smith, Megan Elbert and Wendy Pecka; and Executive Assistant to the President Bonnie Gardner.

**RECOGNITION OF GUESTS:** Vice President Doepker introduced Amanda Postma from the *Missourian*.

**STRATEGIC PLANNING – MISSION DEVELOPMENT:** Liz Murphy from CampusWorks welcomed the group and reminded them of the Future Summit scheduled for January 18. Ms. Murphy noted that defining the mission and vision of the college is a responsibility of the Board. The mission is the guiding principle for the college; it is why the institution exists. A mission statement needs to be memorable and understood by everyone in the institution.

Employees have developed an aspirational statement of the experience ECC is trying to create for its students - the Student Experience Statement. The statement includes words the employees want students to use when talking about the college. Obstacles faced by students were explored in group discussions, and a SWOT survey gathered strengths, weaknesses, opportunities and threats to the college.

Ms. Murphy defined strategies and values as follows: Strategies are stacked on top of the mission and student experience. Strategies are used to drive the college toward its mission; objectives drive the strategies. Values are things the organization employs to create the climate and culture to accomplish the needed work.

Themes emerging from the SWOT survey include the following: Strengths – quality/variety of programs (workforce preparation, dedicated faculty and staff, engagement, transferability), community outreach, a safe campus and facilities, affordability/value. Weaknesses – communication, trust and morale, data use, technology, a reactive culture. Opportunities – training the workforce, continuous quality improvement, Core 42 curriculum, professional growth, Rolla, strengthening partnerships, communication, scheduling options. Threats – declining enrollment, retention and completion, infrastructure, employee morale, weak relationships with external stakeholders, funding, accreditation status, competition.

Subgroups were established and spent time developing mission statements which were then reviewed and refined by the entire group. The final three statements will be shared with the Strategic Planning Committee for input and shared with the campus. The statements are:

- Enriching lives and communities through education.
- Empowering our students and enriching our community through life-changing education.
- Building exceptional lives through engagement, enrichment and empowerment.

Ms. Murphy reminded the group that the Board workshop to develop the vision statement will be on March 28, 2019 from 5 to 7 p.m.

**ADJOURNMENT:**

**Motion:** To **adjourn** the January 17, 2019 public Board of Trustees workshop at 11:42 a.m.

*Motion by Cookie Hays; Seconded by Prudence Johnson; carried unanimously.*

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President, Board of Trustees

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Secretary, Board of Trustees