

**EAST CENTRAL COLLEGE
BOARD OF TRUSTEES WORKSHOP**

Tuesday, June 25, 2019

CALL TO ORDER: The Board of Trustees Workshop was called to order at 5 p.m. by Board President Ann Hartley. Other Board members present for the meeting were Joseph Stroetker, Cookie Hays, Eric Park and Audrey Freitag. Also present were President of the College Jon Bauer, Executive Director of Institutional Effectiveness Michelle Smith, and Executive Assistant to the President Bonnie Gardner.

RECOGNITION OF GUESTS: Dr. Bauer recognized Kevin David and Justin Norris from CampusWorks.

STRATEGIC PLANNING – MISSION/VISION REFINEMENT: Feedback gathered from employees via a survey about the current draft of the mission and vision statements was shared with the Board prior to the meeting. It was clarified that the intent of the meeting is to finalize the mission and vision after review of the feedback.

Kevin David noted that the values statements were drafted by the Strategic Planning Committee with input from employees; they were developed based on input from a campus survey and an open workshop in which 60-70 employees participated. Draft values were sent to the entire campus via a survey to gather additional input. Following that survey, they were refined. He reminded the Board that the values are “owned” by the employees and represent the type of culture the employees want to work in and how they will hold each other accountable. The final values statements are:

- **Integrity** – We build trust through open, honest communication and transparent decision making.
- **Diversity** – We value diverse identities and perspectives, and are committed to fostering an inclusive community that embraces our differences as essential for success.
- **Learning** – We energize our community through continuous personal and intellectual growth, curiosity, innovation, and adaptation.
- **Service** – We strengthen our region through responsible citizenship and environmental stewardship.
- **Empowerment** – We equip our students and employees with the resources and tools needed to be successful, resilient, and courageous leaders in a changing world.
- **Collaboration** – We rely on teamwork to accomplish our common goals.

Dr. David then shared the strategies that were developed based on impact statements coming from the Future Summit, the campus SWOT survey and other data gathered by the committee. These are areas that rose to the top from all the information gathered and will be the areas of focus for the College for the next several years. Currently, teams are developing measurable objectives for each strategy and action plans for each objective.

The strategy statements are:

- Develop clear academic and career pathways with personalized support to increase enrollment and promote student success.
- Strengthen partnerships with local high schools, higher education institutions, and employers to drive intellectual vitality and economic development in the region.

- Create a culture of collaboration and learning to attract, retain and develop diverse and talented employees.
- Expand our presence and offerings in Rolla to enhance the College's impact throughout our region.
- Secure financial strength to sustain institutional viability.

The Board will be asked to approve the entire strategic plan. However, the creation of the mission and vision is the responsibility of the Board. Dr. David reminded the Board that the mission is the reason for being (the College's purpose); it should be an accurate representation of what the College does. The vision is an aspirational statement (where the College wants to go).

The Board reviewed the two potential mission statements previously drafted: 1) Empowering our students and enriching the communities we serve through life-changing education. 2) Enriching lives through education. Feedback from the faculty/staff survey was reviewed and discussed. There was agreement that the mission statement should be brief. "Empowering" and "enriching" emerged as key words. The group felt including the word "students" would speak to the purpose of the college, which is education. They also felt enriching the community is a very important part of what the College does. The Board reached consensus on the following mission statement: "Empowering students and enriching communities through education."

Discussion then moved to the prior draft of the vision statement – "Reaching every life, improving every community." Dr. David asked the Board to think about an outcome, rather than the purpose for existing. The vision statement should be motivational, clear and concise and serve as a filter for other decisions. It was noted that employee survey comments indicated the statement as written was too broad and there should be emphasis on learning or education; multiple employees mentioned using "inspiring excellence" in the statement. Possible statements that incorporated feedback from the employee survey were presented and discussed; other statements were shared by members of the Board and Dr. Bauer. The Board reached consensus on the following vision statement: "East Central College will be a leader in higher education, inspiring academic excellence and driving community development."

Ms. Hartley expressed appreciation to those who completed the survey and provided valuable input on the mission and vision drafts.

ADJOURNMENT:

Motion: To adjourn the June 25, 2019 public Board of Trustees workshop at 6:51 p.m.

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

President, Board of Trustees

Secretary, Board of Trustees