

**JUNIOR COLLEGE DISTRICT OF EAST CENTRAL MISSOURI
BOARD OF TRUSTEES WORK SESSION
Monday, June 14, 2024**

CALL TO ORDER: The Board of Trustees Work Session was called to order at 8:30 a.m. by Board President Ann Hartley. Other Board members present for all or parts of the meeting were Joseph Stroetker, Eric Park, Cookie Hays, Audrey Freitag, and J.T. Hardy. Also present were President of the College Jon Bauer; Administrators – Vice President of External Relations Joel Doepker; Faculty – Faculty Association President Tracy Mowery; Other Staff – Human Resources Director Carrie Myers, Rolla Campus Director Christina Ayres, Executive Director of Institutional Effectiveness Michelle Smith, Foundation Executive Director Bridgette Kelch, and Executive Assistant to the President Bonnie Gardner.

GUESTS: Dan Silverburg of CampusWorks was introduced to lead the strategic planning discussion; he introduced Kevin David of CampusWorks who joined the meeting via Zoom.

COLLEGE MISSION/VISION DISCUSSION: Dr. Bauer stressed the importance of revisiting and potentially revising the mission and vision to keep them current, but noted that changes should not be made just for the sake of a change. Mr. Silverburg reviewed the strategic planning work to date which has culminated in six draft strategy statements that will be reviewed further in the fall. Planning kicked off in March with a Trends in Higher Education/Student Experience Statement Workshop then moved into data collection. The student experience statement was revised and data collected from employees, students, and community focus groups was converted into themes, and then strategy statements were developed.

Student-Centered Experience - Identify and support the unique needs of our students by providing holistic support, engaging educational experiences, and empowering students for success.

Strategic Enrollment – Develop and enhance recruitment strategies, comprehensive pathways, and support services to meet the needs of the diverse learner to increase enrollment and retention.

Operational Innovation and Effectiveness – Leverage technology to enhance operational effectiveness, enable innovation, and sustain institutional viability.

Employee Development and Institutional Culture – Cultivate a progressive institutional culture defined by personal and professional development and investment, designed to promote employee belonging, communication, collaboration, and cross-divisional unity.

Collaboration and Partnership – Cultivate mutually beneficial relationships with local institutions and individuals to advance intellectual, personal, and socio-economic growth within our communities.

Regional Impact and Expansion – Enhance the college’s presence throughout the region to maximize its impact on individuals and communities.

Mr. Silverburg stressed that these statements are drafts and will be tested with the campus and community at large in the fall.

Mission - The mission statement was then considered. A mission is the reason for being, the purpose and value provided to constituents. It should be memorable and explain in concise terms what the college does or what is important about the institution. The current mission statement is, “Empowering students and enriching communities through education.”

Board members commented they liked the current statement. If students are empowered, they will enrich the community. It was noted that the word “communities” is inclusive of the service region as well as employees. The college’s mission is to educate students. The broad term “education” allows the inclusion of activities outside of credit-bearing classes. Dr. Bauer noted that one of the new facets of Achieving the Dream (ATD) is considering the impact of community vibrancy. This statement reflects that facet as the college has an obligation to both its students and its communities. The consensus of the Board was to move forward with the current mission statement without any changes. This statement will be provided for input from the community and employees.

Vision – The vision statement is meant to be aspirational and defines the long-term goals of the institution rather than the college’s current position. Mr. Silverburg asked the Board to define the most ambitious outcome the college can strive to achieve 15 years from now. Comments included increasing the percentage of the population that attends ECC, being a great place to work, having no revenue concerns, being a primary education provider where all students would like to attend, and increasing ECC’s reputation among its peers and competitors. Dr. Bauer noted that being an ATD college reinforces the notion that ECC is recognized as doing good work. ECC is the second school in Missouri and one of a small number of community colleges in the country accepted to ATD. That says something about ECC.

Board members then considered revisions to the current vision statement, which is “East Central College will be a leader in higher education, inspiring academic excellence and driving community development.” The following vision statements were generated and both will be tested with the community and employees to get feedback to inform the Board’s final decision.

- ECC will be **the** leader in higher education, inspiring academic excellence, and **enhancing** community development.
- The best place to learn, work, and grow

Mr. Silverburg reviewed the next steps in the planning process. Community focus groups will be convened to garner feedback on the strategy statements, mission, and vision. The campus will be re-engaged in the process during the August in-service sessions and input on values will be gathered via a survey in August. The Strategic Planning Committee will provide input on the mission, vision, and strategies during September, and then the campus will be surveyed regarding these pieces. The Board will receive feedback on the mission, vision, values, and strategies. Measurable objectives will be developed in September and action plans will be drafted in October. The draft strategic plan will be finalized by the end of October for Board approval in November.

ADJOURNMENT:

Motion: To **adjourn** the June 14, 2024, Board of Trustees Work Session at 10:00 a.m.

Motion by Cookie Hays; Seconded by Audrey Freitag; Carried unanimously

President, Board of Trustees

Secretary, Board of Trustees