Meeting of the Strategic Planning Development Team (SPDT)  
9/14/15

SPDT Attending:  
Carlos Crespo  
CeCe Ridder  
Susan Lindsay  
Mark Jones  
Sonja Taylor  
Michael Bowman  
Rayleen McMillan  
Steve Percy  
Nicole Morris  
Mathew Johnson  
Lisa Zurk  
Sona Andrews  
Gayle Thieman  
Kelly Cowan  
Kim Cooper  
Dilafruz Williams  
Rob Fullmer

SPDT Absent:  
Ethan Seltzer  
Darrell Brown  
Ralf Widenhorn  
Nora Wendl  
Jamal Green  
Irving Levin  
Pam Miller  
Erin Flynn  
Keva Miller  
Noor Delaughn  
Pat Wetzel

SPDT Staff:  
Lois Davis  
Harry Esteve  
Susy Munson  
Kari St. Peters - PM  
Mark Wubbold

Consultants:  
Matthew Landkamer  
Michelle Janke

Guests:  
Wim Wiewel  
Kathi Ketcheson

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Chair:  Call to order at 11:12 am.

PM:  Housekeeping and overview of the agenda.

Chair:  Summarized the work of the summer writing team and reiterated that the DRAFT plan was now back in the hands of the SPDT for refinement and finishing.

Coraggio:  Summarized the summer work of the Equity Lens groups. These bodies began as two groups: one dealing with racial equity, the other with all other underrepresented groups. As the work evolved, they decided to come together and merge their findings into a joint set of recommendations to inform the draft plan.

Coraggio:  Discussion of the Clarity section:

Vision - The summer drafting team was invited to comment on the process they followed to arrive at the current version. In fact, there are two versions. The goal of both was to be unique and inspiring, while reinforcing the value of a PSU.
education. No decision was made to choose one over the other. Both will stay in the current draft.

Mission - The current version retains all of the sentiments of the version the SPDT created during the academic year, with two changes: we moved away from a narrative to a bulleted approach and we flipped the order of two of the bullets. This version will go forward as is in the current draft.

Values - This statement engendered more discussion than the Mission statement. Some attempts were made to wordsmith…but the group quickly decided to let the version stand for now.

Reputation - This section is meant to support the marketing of PSU. It asks the question: how do we want PSU to be perceived in the world...and also...how is PSU different from its peers? Discussion focused on the absence of the word excellence from the Reputation list. Coraggio will redraft the list with additional adjectives to be considered by the SPDT at their next meeting.

Coraggio: Discussion of the Strategic Goals, beginning with Goal - Elevate Student Success. SPDT members were concerned that no mention was made of curriculum. Members who had worked on this goal, explained that because the curriculum is considered the purview of the faculty, that it is best addressed in a faculty forum, like the faculty senate.

SPDT: A question about how much the SWAT analysis needs to be referenced in the plan. The issue is that without including the SWAT analysis (or at least its highlights) none of the contextual information is available to justify some of the choices made in the plan. There was also concern that good ideas might be getting lost as the writing team works its way through multiple versions... and how can we ensure that we can retrieve ideas if we want to? The support team will develop a document that shows the provenance of each goal.

Coraggio: Goal - Strengthen Our Leadership in Engagement. There was a brief discussion of where this goal originated, and how it seemed to be focused on the quantity of activities we were engaged in in this area...rather than the quality of our programs.

Coraggio: Goal - Commit to Equity. This discussion focused on interpreting PSU diversity data. While it is true that PSU is more diverse than the Metropolitan region, our faculty is not as diverse as our student body and neither is our staff or administration. The unresolved question was just how representative of the student body the faculty, staff and administration should be.
Coraggio: Goal - Long Term Stability. There was much discussion about the clarity of this goal as well as its performance indicators. Wim would like to see indicators that call for things like a balanced budget and adequate reserves. The general consensus was that this goal still needs work. The writing team will work on refining this and incorporating Wim’s indicators.

PM: Housekeeping and scheduling of next steps. The goal is to have this version cleaned up and ready for review by the committee using an online survey. Once the survey is completed and the comments are incorporated into a next draft, we can meet as the full SPDT to begin finalizing the plan in preparation for sharing it with the public through our two events: the Sliders and Suds and the Ice Cream social. Wim will also make the Plan the subject of his Convocation speech. The next full meeting of the SPDT will be 9/28, the first day of class.

Meeting adjourned: at 11:15 am

Next meeting: 9/28/15