

Executive Planning Committee
Ross Pendergraft Library, Room 325
November 17, 2015 at 2:00 p.m.

Present: Ms. Susie Nicholson, Dr. Robin Bowen, Mr. Patrick Hundley, Dr. Jason Warnick, Dr. AJ Anglin, Mr. Bruce Sikes, Dr. Jason Patton, Dr. Pat Buford, Ms. Shauna Donnell, Mr. Wyatt Watson

Absent: Mr. Ritchie Powers, Ms. Leigh Whiteside, Mr. David Moseley

Guests: Dr. Jeff Mott, Dr. Arnie Yasinski, Ms. Pat Chronister

- I. Report from SPC Chair: Dr. Jason Warnick
 - a. Update
 - b. Initial “big ideas” coming forward

Dr. Warnick reported the working groups are compiling their white papers and are doing “amazing” and “thorough work.” The white papers are due the Tuesday before Thanksgiving.

Initial “big ideas” or concepts include the following:

- Student Success
- Career Outcomes
- Salary Increases
- Transparency and Communication
- Working with local communities and enhancement of service opportunities
- Civic engagement, experiential learning, internship and externship opportunities
- Improving focus on online education

Mr. Watson asked to provide information concerning the online program. He reported that he and Linda Johnson had prepared a report for the consultants looking at tuition and fees charged for different categories of students (i.e., by campus, full-time or part-time or concurrent, undergraduate or graduate, face to face or online) and the discount rate (amount of actual tuition and fees not paid by the student) for each group. He stated the report shows that external revenue over the past three years has increased by \$11 million and half of that is from online students (i.e., students taking only online classes) due to a very low discount rate (2 to 2.5% for online students compared to 12% for face to face students). Dr. Yasinski emphasized that with a total online revenue of approximately \$20 million each year, if only 5% of the online students went elsewhere, \$1 million of budgeted revenue would be lost.

Noting increasing competition from other state institutions, Dr. Anglin stated that the institution must develop an entrepreneurial spirit in order to stay competitive and not lose students. Dr. Warnick reported the SPC was advocating online programs which are innovative, data driven, and with measurable outcomes.

Dr. Warnick stated the next “big idea”:

- Increase and support the diversity of students, faculty and staff

Dr. Bowen reported that student diversity is now at 25% and some increase in the diversity of faculty and staff has also been achieved. Dr. Warnick noted a report by Dr. Bullock in the SPC

meeting concerning feelings of marginalization by the African American Student Association. He stated the university must increase communication and cultural awareness efforts and also noted a request by the SPC to define diversity more clearly.

Dr. Warnick reported the last “big ideas” on his list:

- Better organization with the Ozark Campus
- Bring out the “Tech” in Arkansas Tech University
- Green energy initiative
- Green campus initiative
- Increasing fund raising and endowments

Discussion on several of these ideas centered on seamless and/or stackable degrees and potential creation of a health sciences college.

- II. Update from Dr. Yasinski
 - a. Timeline
 - b. Role of EPC moving forward

Dr. Yasinski outlined the schedule for the next few months. The white papers will soon be turned in to Dr. Warnick and will be posted on the Strategic Planning website. Dr. Warnick and the working group chairs will craft the white papers into a coherent plan to be considered and recommended by the SPC to the EPC before the holiday break. This plan draft will also be posted to the website.

In January, the EPC will begin consideration of the drafted plan. The EPC will have the ability to make changes to the plan, but also has the latitude to send the plan back to the SPC if needed for any major consideration. The consultants will be back in mid January to work on an implementation appendix which will provide costs for each proposed initiative. The EPC will work through January and recommend to the President a plan by early or mid February (approximate). The recommended plan will also be posted to the website for campus review. After consideration and campus review, the President will make a recommendation to the Board of Trustees in either March or May.

Dr. Yasinski noted a few “big ideas” keep coming to the forefront, namely, student success, improved relationship with communities, stackable degrees, allied health programs, green initiatives, diversity, and online education.

Dr. Warnick noted he had failed to mention another initiative coming forward: creation of an honor code.

Discussion then centered on ATU’s role in economic development initiatives within the State.

Dr. Warnick complimented the working groups and specifically the working group chairs: Dr. Michael Rogers, Dr. Stephen Jones, Dr. Johnette Moody, Dr. Julie Mikles-Schluterman, and Dr. Daniel Bullock.

The meeting adjourned at 3:35 p.m.