

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

Present: Dr. Larry Large, Dr. Arnie Yasinski, Dr. AJ Anglin, Dr. Robin Bowen, Dr. Pat Buford, Ms. Shauna Donnell, Ms. Jayne Jones, Mr. David Moseley, Ms. Susie Nicholson, Dr. Jason Patton, Mr. Ritchie Powers, Mr. Bruce Sikes, Dr. Jason Warnick, Mr. Wyatt Watson, Ms. Leigh Whiteside, and Ms. Jana Crouch

I. The Assigned Readings

Dr. Anglin encouraged the EPC to read the strategic planning books recommended by the consultants and continue to read the newsletters from Inside Higher Ed and the Lumina Foundation. He noted the prevailing themes were delivering quality education while reducing costs through greater productivity. Dr. Yasinski stated it would need to be determined if ATU was following the national trends discussed in the readings, and if not, could those trends be used to predict future issues and challenges.

II. Attendance at the Strategic Planning Overview on August 19

Dr. Anglin asked the members to encourage faculty and staff to attend the consultants' overview during the General Faculty Meeting on Wednesday, August 19. He emphasized all voices were welcomed and necessary for an open process.

III. Mission and Vision Statements

Dr. Anglin stated, in a typical strategic planning process, the mission and vision statements would be reviewed and updated at the beginning of the strategic planning process. However, the Executive Council had decided the mission statement should instead be reviewed at the conclusion of the strategic planning process. Dr. Bowen noted the Executive Council felt modifying the mission statement early in the process could have become unintentionally prescriptive.

IV. Involvement in Working Group Meetings

Dr. Anglin reminded the EPC that the Working Groups and the SPC would be working intensively during the fall, and the EPC would perform the majority of their work in the spring, assigning priority and determining cost for the drafted strategic plan put forth by the SPC. Dr. Large encouraged the EPC members to periodically attend Working Group meetings and listen to the discussion. He cautioned that the Working Group members may try to defer to any present EPC members for input, and encouraged them to resist.

V. Institutional Research

Dr. Large encouraged the group to consider what data and information would be needed to develop the strategic plan, and to request that data from Mr. Watson, Director of Institutional Research, as early as possible. Mr. Watson offered to attend meetings of the Working Groups as needed, particularly when they would be discussing data. Dr. Yasinski stated, rather than the EPC trying to decide what data are needed, the members should instead let Mr. Watson know the question or issue being addressed, so he can assist with determining which data would be most relevant. The

following discussion centered on the availability of the data being requested, and it was decided the majority of data would be posted to the website, with Dr. Anglin, Dr. Warnick and Mr. Watson determining the sensitivity of the data, if any.

#### VI. Arkansas Tech University "Brand"

Dr. Anglin asked for the general public's perception of Arkansas Tech University. The prevailing themes were a welcoming, family atmosphere that felt like "home" and personal care and concern for the individual students. Mrs. Whiteside reported many alumni hold strong ties to the university long after graduation. However, some alumni from the 1970s and 1980s have a different perception due to the declining condition of the physical plant. It was noted the alumni who had not visited the campus in recent years may not realize the extensive improvements that have taken place. The EPC discussed potential branding niches such as serving underrepresented and/or at-risk populations, providing an atmosphere where every student belongs, or providing an atmosphere where students primarily come for a high quality education, rather than a "party school".

#### VII. Internal and External Partnerships and Collaborations

The EPC was asked to consider what internal and external partnerships and collaborations ATU currently has and what opportunities remain. The discussion centered on the need for smoother collaboration and transition between the Ozark campus and Russellville campus. Dr. Anglin expressed the need for additional collaboration among the state universities. Mr. Watson noted an opportunity to increase the number of students admitted to the Nursing program, which has very high demand, by increasing partnerships with facilities around the state that could provide additional clinical space.

#### VIII. Academic Quality at ATU

The EPC discussed the perception of academic quality at ATU, with the general consensus being the quality was "improving". Dr. Buford provided the example that the Engineering curriculum had been revamped in recent years to include more "hands on" components, and companies in the industry now sought out Engineering graduates from ATU.

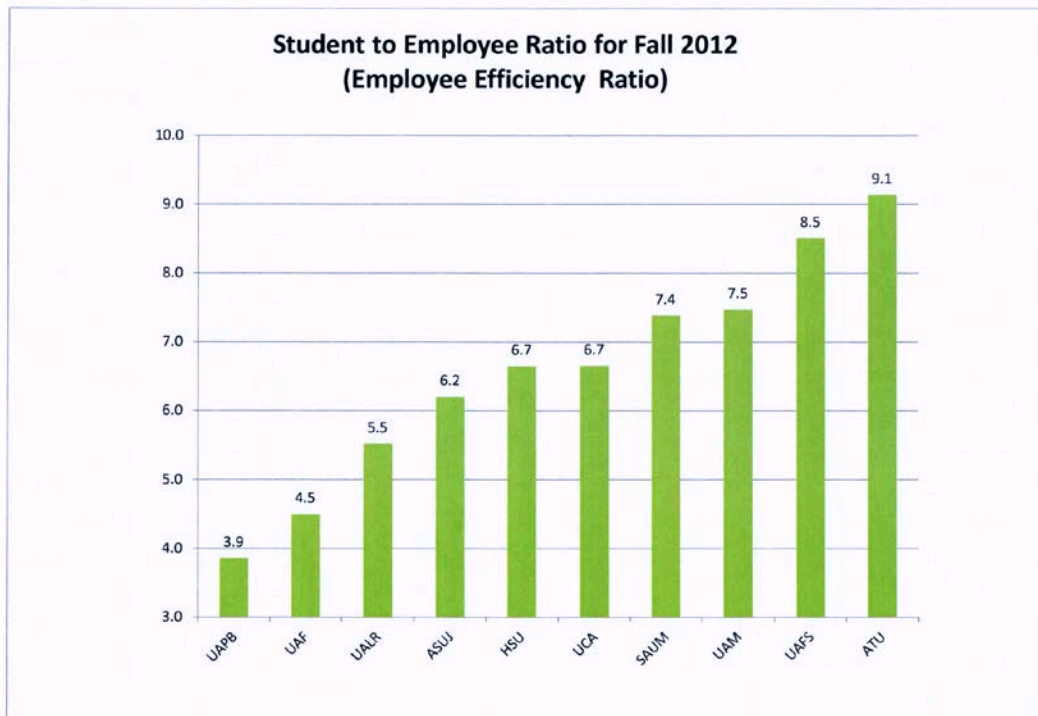
#### IX. Our Future Students

Dr. Yasinski provided student demographic information over the past nine years, as well as student to faculty/staff ratios for ATU compared to other state institutions (attached).

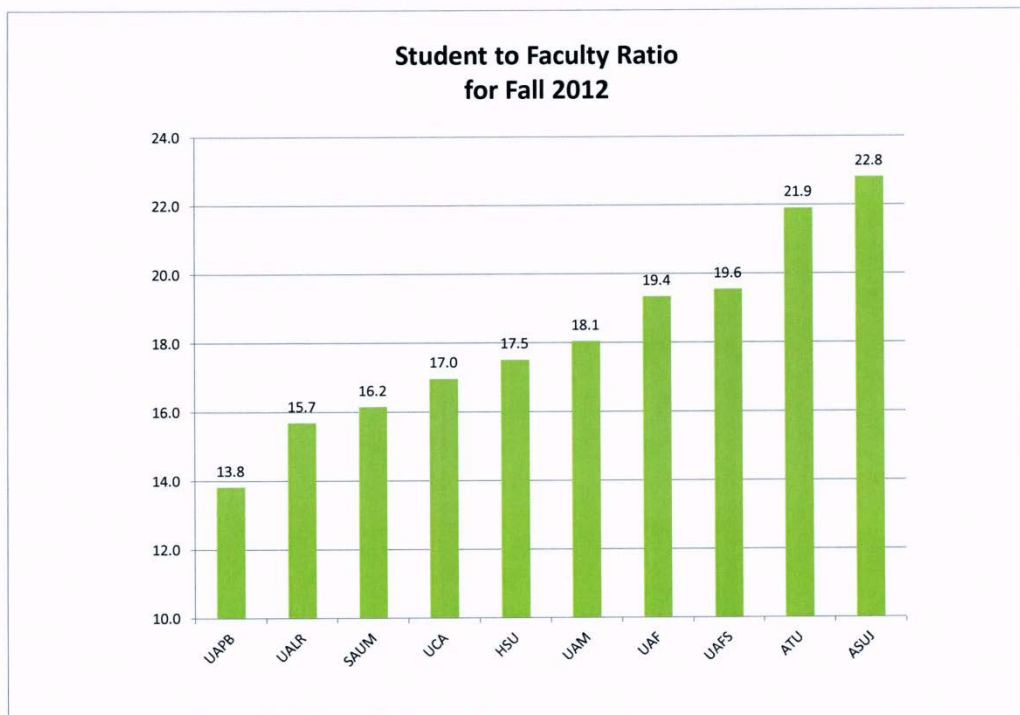
#### X. Strategic Planning Website and Dedicated Email

The EPC viewed the strategic planning website (<http://www.atu.edu/strategicplanning/index.php>) and were given the dedicated strategic planning email address ([strategicplanning@atu.edu](mailto:strategicplanning@atu.edu)). Dr. Anglin emphasized the importance that the entire campus and community were aware that feedback and input were necessary for this process.

The meeting adjourned at 4:00pm.



\*2012-13 IPEDS HR Survey Early Release Data



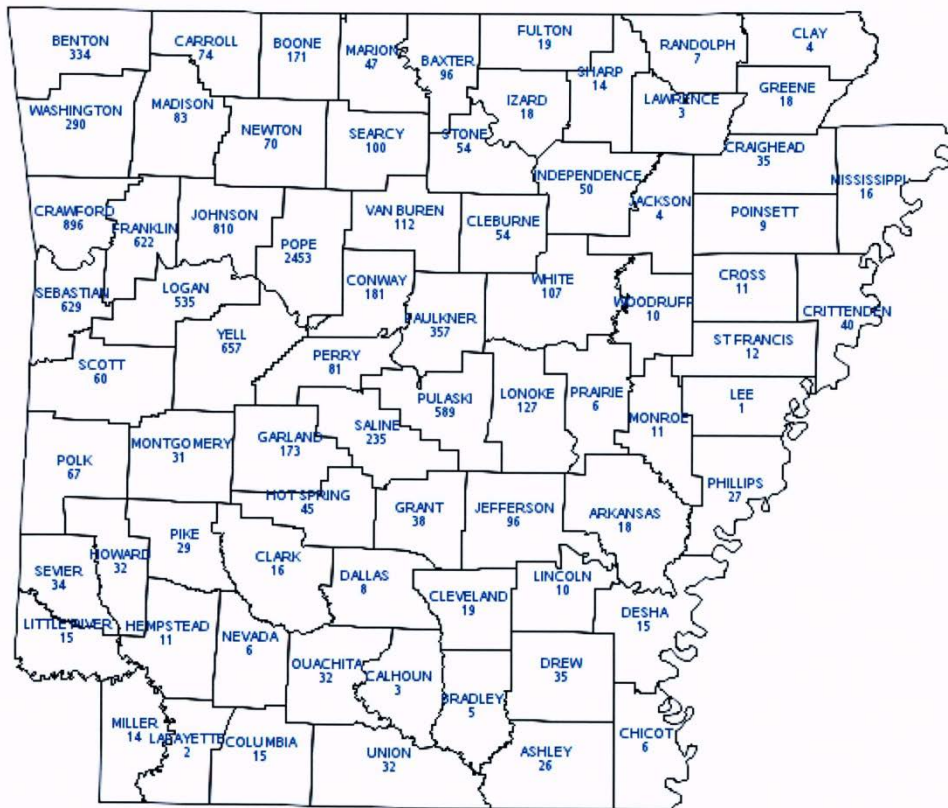
\*2012-13 IPEDS HR Survey Early Release Data

**Arkansas Tech University**  
**Student Demographics: All Main Campus Undergraduates**

	Spring 2006		Spring 2007		Spring 2008		Spring 2009		Spring 2010		Spring 2011		Spring 2012		Spring 2013		Spring 2014	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<b>Total</b>	5320	100.00%	5414	100.00%	5639	100.00%	5759	100.00%	6676	100.00%	6953	100.00%	7493	100.00%	7523	100.00%	7688	100.00%
<b>Gender</b>																		
Female	2850	53.57%	2861	52.84%	2980	52.84%	3064	53.20%	3541	53.04%	3740	53.78%	4137	55.21%	4180	55.56%	4173	54.27%
Male	2470	46.42%	2553	47.15%	2659	47.15%	2695	46.79%	3135	46.95%	3213	46.21%	3356	44.78%	3343	44.43%	3515	45.72%
<b>Ethnicity</b>																		
White	4719	88.70%	4672	86.29%	4806	85.22%	4896	85.01%	5661	84.79%	5804	83.47%	6172	82.37%	6084	80.87%	6014	78.22%
Black	246	4.62%	277	5.11%	320	5.67%	303	5.26%	338	5.06%	406	5.83%	499	6.65%	564	7.49%	599	7.79%
Non-resident Alien	127	2.38%	189	3.49%	204	3.61%	185	3.21%	173	2.59%	174	2.50%	203	2.70%	219	2.91%	296	3.85%
American Indian/Alaska Native	72	1.35%	85	1.57%	79	1.40%	78	1.35%	103	1.54%	108	1.55%	114	1.52%	101	1.34%	76	0.98%
Asian/Pacific Islander	57	1.07%	56	1.03%	75	1.33%	91	1.58%	102	1.52%	108	1.55%	113	1.50%	117	1.55%	102	1.32%
Hispanic	99	1.86%	135	2.49%	155	2.74%	206	3.57%	244	3.65%	266	3.82%	276	3.68%	320	4.25%	405	5.26%
Hawaiian	0	0	0	0	0	0	0	0	4	0.05%	3	0.04%	2	0.02%	1	0.01%	7	0.09%
Multiple Ethnicities	0	0	0	0	0	0	0	0	51	0.76%	84	1.20%	114	1.52%	117	1.55%	189	2.45%
<b>Enrollment Status</b>																		
New	78	1.46%	99	1.82%	92	1.63%	92	1.59%	142	2.12%	109	1.56%	110	1.46%	81	1.07%	106	1.37%
Continuing	4994	93.87%	5070	93.64%	5013	88.89%	5077	88.15%	5469	81.92%	5762	82.87%	6071	81.02%	6180	82.14%	6077	79.04%
Transfer	174	3.27%	157	2.89%	206	3.65%	198	3.43%	253	3.78%	223	3.20%	364	4.85%	318	4.22%	295	3.83%
Other	74	1.39%	88	1.62%	328	5.81%	392	6.80%	812	12.16%	859	12.35%	948	12.65%	944	12.54%	1210	15.73%
<b>Attendance Status</b>																		
Full Time	4494	84.47%	4583	84.65%	4663	82.69%	4671	81.10%	5170	77.44%	5403	77.70%	5536	73.88%	5443	72.35%	5276	68.62%
Part Time	826	15.52%	831	15.34%	976	17.30%	1088	18.89%	1506	22.55%	1550	22.29%	1957	26.11%	2080	27.64%	2412	31.37%
<b>Degree Intent</b>																		
Degree Seeking	5197	97.68%	5268	97.30%	5350	94.87%	5402	93.80%	5914	88.58%	6168	88.70%	6638	88.58%	6641	88.27%	6578	85.56%
Non-Degree Seeking	123	2.31%	146	2.69%	289	5.12%	357	6.19%	762	11.41%	785	11.29%	855	11.41%	882	11.72%	1110	14.43%
<b>Tuition Status</b>																		
In-State	5025	94.45%	5043	93.14%	5219	92.55%	5333	92.60%	6227	93.27%	6465	92.98%	6958	92.86%	6983	92.82%	7069	91.94%
Out-of-State	295	5.54%	371	6.85%	420	7.44%	426	7.39%	449	6.72%	488	7.01%	535	7.13%	540	7.17%	619	8.05%
<b>Student Level</b>																		
Freshman	1621	30.46%	1571	29.01%	1694	30.04%	1585	27.52%	1826	27.35%	1724	24.79%	1788	23.86%	1701	22.61%	1644	21.38%
Sophomore	1172	22.03%	1207	22.29%	1117	19.80%	1194	20.73%	1268	18.99%	1406	20.22%	1333	17.78%	1358	18.05%	1390	18.08%
Junior	1057	19.86%	1098	20.28%	1101	19.52%	1108	19.23%	1167	17.48%	1240	17.83%	1535	20.48%	1454	19.32%	1459	18.97%
Senior	1396	26.24%	1450	26.78%	1496	26.52%	1562	27.12%	1705	25.53%	1837	26.42%	2011	26.83%	2165	28.77%	2153	28.00%

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	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
<b>Student Level</b>																		
High School Student	74	1.39%	88	1.62%	231	4.09%	310	5.38%	710	10.63%	746	10.72%	826	11.02%	845	11.23%	1042	13.55%
<b>Age</b>																		
under 18	336	6.31%	307	5.67%	467	8.28%	539	9.35%	932	13.96%	979	14.08%	1061	14.15%	1050	13.95%	1215	15.80%
18	947	17.80%	1044	19.28%	1046	18.54%	1039	18.04%	1211	18.13%	1110	15.96%	1165	15.54%	1209	16.07%	1139	14.81%
19	894	16.80%	899	16.60%	941	16.68%	943	16.37%	1001	14.99%	1156	16.62%	992	13.23%	1029	13.67%	1098	14.28%
20	812	15.26%	806	14.88%	882	15.64%	878	15.24%	859	12.86%	969	13.93%	1094	14.60%	899	11.95%	972	12.64%
21	615	11.56%	697	12.87%	633	11.22%	729	12.65%	754	11.29%	763	10.97%	842	11.23%	912	12.12%	734	9.54%
22 - 23	521	9.79%	493	9.10%	540	9.57%	551	9.56%	618	9.25%	632	9.08%	632	8.43%	657	8.73%	731	9.50%
24 - 30	530	9.96%	529	9.77%	521	9.23%	506	8.78%	594	8.89%	577	8.29%	709	9.46%	723	9.61%	775	10.08%
over 30	665	12.50%	639	11.80%	609	10.79%	574	9.96%	707	10.59%	767	11.03%	998	13.31%	1044	13.87%	1024	13.31%



# Arkansas Tech University



## Issues from Data

August 2015

## Demographics

By Ethnicity	Main Campus Spring 06	Main Campus Spring 14	8-Year Growth Rate	Arkansas Current HS grads	Arkansas In 15 yrs HS Grads
White	89%	78%	4%	67%	65%
Black	5%	8%	18%	19%	19%
Intl	2%	4%	17%	NA	NA
Native Am	1%	1%	1%	1%	1%
Asian	1%	1%	10%	1%	1%
Hispanic	2%	5%	39%	9%	11%
Multi-Racial	NA	2%	NA	2%	3%
Other	NA	1%	NA	NA	NA
Total	100%	100%	5.6%	100%	100%

# Demographics

By Age	Main Campus Spring 14	8-Year Annual Growth Rate
Under 18	16%	164%
Traditional Ugrad Age	51%	5%
Age 22-23	10%	5%
Age 24-30	10%	6%
Over 30	13%	7%
Total	100%	6%