

**Executive Planning Committee**  
Ross Pendergraft Library, Room 325  
October 20, 2015 at 1:30 p.m.

Present: Ms. Leigh Whiteside, Mr. David Moseley, Ms. Susie Nicholson, Dr. Robin Bowen, Mr. Patrick Hundley, Dr. Jason Warnick, Dr. AJ Anglin, Dr. Larry Large, Mr. Bruce Sikes, Dr. Jason Patton, Dr. Pat Buford, Ms. Shauna Donnell

Absent: Mr. Ritchie Powers, Mr. Wyatt Watson

Guests: Ms. Pat Chronister, Ms. Tiffany Henry

- I. Report from SPC Chair: Dr. Jason Warnick
  - a. "Big ideas" from SPC and Working Groups

Dr. Warnick gave an overview of the past and upcoming open forums. He stated the forums are live streamed for viewer interaction and are also recorded to watch at the viewer's convenience.

Dr. Warnick stated he asked for "big ideas" from the Strategic Planning Committee and Working Groups. Some ideas he received included:

- Creating a cohesive definition of Student Success
- Increasing the graduation rate
- Cultivating an Arkansas Tech University brand and clear identity
- Becoming the first public university in Arkansas with an Honor Code focusing on grit and strength of character
- Changing the culture at Arkansas Tech University to utilize more distributive leadership
- Create a provost position over Academics to focus specifically on student success
- Stronger collaboration between Academics and Student Services
- Expanding Career Services to include internship placements and working more closely with private industries
- Creating a Student Success Center
- Creating long term budgets that include five-year plans
- Creating a culture of financial literacy and transparency
- Increasing university diversity while understanding what diversity is and why it is important
- Increased focus on faculty, adjunct, and staff welfare
- Exploring necessity of using leave time during mandated holidays
- Increasing transparency within administrative structures
- Streamlining Ozark and ATCC processes for easier, faster, and more efficient service
- Increased endowments and grants
- Leveraging the "Tech" in Arkansas Tech University, becoming a leader in STEM areas
- Having a stronger emphasis on technology
- Helping prepare students globally by enhancing the internationalization of the university

Dr. Warnick stated the Working Group chairs are beginning to create their white papers with a goal to have them completed before the Thanksgiving holiday. The white papers will be posted on the Strategic Planning website for review.

Dr. Large stated it was important for the Working Groups to consider all big ideas, including what athletic level is the most appropriate for the university. A general discussion followed regarding faculty attendance at athletic events. Mr. Sikes stated he did not observe a relationship between university athletic events and the local community.

## II. Strategic Planning Readings: Analyzing *Abelard to Apple*

Dr. Anglin distributed a handout of the “10 Rules for Higher Education in the 21<sup>st</sup> Century” from the book *Abelard to Apple*. He asked for the committee’s response to the handout which included the following:

*Rule 1: Forget about who is above you.* Dr. Large stated Arkansas Tech University needs to promote the Tech component of the university and associate with other schools such as Georgia Tech or MIT rather than associate with other Arkansas universities.

*Rule 2: Focus on what differentiates you.* Dr. Bowen stated she is concerned that what we say differentiates Arkansas Tech University is the same as what others say differentiates their university. Dr. Anglin stated that the university cares about each student and it is important to emphasize that commitment.

*Rule 4: Don’t romanticize your weaknesses.* Dr. Bowen stated this rule was interesting to her and asked the committee to consider Tech’s weaknesses.

*Rule 9: Focus on your own measure of success.* Ms. Whiteside stated the historical success of Arkansas Tech University is grit, perseverance, and overcoming adversity. Mr. Hundley stated he has seen successful alumni that span across three generations.

Dr. Large encouraged the committee to attend the open forums and read the white papers.

The meeting adjourned at 3:30 p.m.

# 10 Rules for Higher Education in the 21<sup>st</sup> Century

## Define your value

Forget about who is above you

Focus on what differentiates you

Establish your own brand

Don't romanticize your weaknesses

Be open

## Become an architect

Balance faculty-centrism and student-centrism

Use technology

Cut costs in half

Focus on your own measures of success

Adopt the New Wisconsin Idea