

Strategic Planning Committee
Ross Pendergraft Library, Room 325
September 9, 2015 at 3:00 p.m.

Present: Dr. Larry Large (by phone), Dr. Daniel Bullock, Ms. Sandy Cheffer, Dr. Jon Clements, Mr. Kelly Davis, Ms. Jocelyn Flores, Dr. John Freeman, Ms. Aubrey Holt, Mr. Tanner Howell, Dr. Eric Lovely, Dr. Stephen Jones, Dr. Lucas Maxwell, Dr. Julie Mikles-Schluterman, Dr. Johnette Moody, Mr. Saul Pennington, Dr. Michael Rogers, Ms. Tammy Rye, Ms. Julia Smith, Ms. Lesley Snider, Dr. Jason Warnick, Mr. Ken Wester and Ms. Jana Crouch

Absent: Ms. Angela Bonds, Mr. Randy Horton, and Mr. Yasu Onodera

Dr. Warnick welcomed the SPC to the first weekly meeting of the semester. He reminded the group not to shy away from big ideas, and encouraged members to avoid immediate, negative responses to controversial ideas, but to instead consider all possibilities.

I. Report from Working Group Chairs

Enrollment and Marketing

Dr. Bullock reported Dr. David Underwood, Associate Vice President for Academic Affairs, had presented retention and student success information to the Enrollment and Marketing Working Group, in addition to the group meeting with by Dr. Jeff Robertson, Dean of Natural and Health Sciences, and Dr. Hanna Norton, Dean of the College of eTech. He stated some of the ideas circulating within the Working Group were expanding support and resources for undergraduate research, expanding graduate programs, and streamlining admissions processes to drastically reduce the time from initial contact with a prospective student to enrolling and registering that student in classes.

Financial Structure and Operations

Dr. Jones stated the Financial Structure and Operations Working Group had discussed technology and facility needs with Mr. Ken Wester, Director of Information Systems, and Mr. Brian Lasey, Director of Facilities Management. He noted the group was looking further into the current practice of allocating the same amount per student semester credit hour to the academic budgets, regardless of the differing cost of providing programs.

Student Support (Curricular and Co-Curricular)

Dr. Mikles-Schluterman indicated Ms. Amy Pennington, Dean of Students, and Chief Josh McMillan, Director of Public Safety had both addressed the Student Support Working Group on their respective areas and functions, and stated various other campus representatives would be visiting with the group throughout the semester. Dr. Large encouraged Dr. Mikles-Schluterman to have groups of students address them as well. One idea being discussed within the Working Group was the use of departmental ambassadors to improve communication between Student Services and the faculty.

Academic Structure and Faculty

Dr. Moody reported the Academic Structure and Faculty Working Group had focused on degree programs, student success, and improved integration between the Russellville, Ozark and Career Center campuses. She noted the group may develop and distribute a survey for faculty input prior to drafting the initial white paper.

University as a Public Institution

Dr. Rogers stated the University as a Public Institution Working Group had unanimously agreed the mission statement should be revised to account for the changes in recent years and to highlight specific, distinguishing features about Tech. He reported the group would be meeting with the City of Russellville Engineer to understand the future plans for the city, and the associated implications and opportunities for Tech.

Dr. Large encouraged each Working Group to analyze and, if needed, revise their initial charge using the discoveries and realizations from their meetings.

II. Funding Formula Changes from Governor Hutchinson/ADHE “Master Plan”

Dr. Warnick reported Governor Asa Hutchinson had recognized the funding formula for higher education in Arkansas was not effective and had developed a taskforce of college presidents to investigate the matter further. Governor Hutchinson was also promoting the call to action by the Arkansas Department of Higher Education (ADHE). ADHE’s “Master Plan” involved four general goals, with the long-term goal of reaching a 60% post-secondary attainment rate by the year 2025. The four general goals include raising completion and graduation rates, increasing the enrollment of adult students (age 25 to 54), raising the attainment rates of underserved students, and improving college affordability.

The discussion centered on the challenge of achieving seemingly competing goals. Dr. Warnick noted raising ACT and GPA admissions standards would adversely impact 60% of minority students. The SPC members considered methods for increasing college readiness and decreasing remediation by partnering with students at the high school level or providing online opportunities for remediation.

Dr. Warnick displayed the newly released “eVersity” website developed by the University of Arkansas for their new, fully online college. He noted the affordability of the courses and the clear professional path provided by the stackable degrees would be valued by prospective online students. He indicated such competition would play a significant role for decisions made in the strategic planning process.

The meeting adjourned at 5:00pm.

Strategic Planning: Funding Formula and ADHE 'Master Plan'

Governor's Comments on Funding Formula

- "We have an outdated funding formula for higher education. It needs to be re-evaluated,"
- He stopped short of outlining a specific funding formula, but said a portion should be based on performance and include incentives for meeting goals, such as reducing the number of students taking remedial classes and increasing the number of minority students earning a degree. Hutchinson said he also wants to raise the number of college students who are graduating by 10 percent.
- Hutchinson said he also wanted to look at directing a portion of college scholarship funding toward targeted populations such as minority, technical school and nontraditional students.



'Master Plan' Objective

- The 2015-2020 five year planning cycle is a critical component in the long-term objective to reach the 2025 goal of a 60% post-secondary attainment rate in Arkansas, increasing from the current estimate of 43.4%. By 2020, we will reduce the educational attainment gap in Arkansas by increasing the number of postsecondary credentials by 50% over the 2013-2014 academic year levels; increasing the number of certificates awarded to 19,200; associate's degrees to 12,700; and bachelor's degrees to 19,900.

ADHE's 'Master Plan'



Goal 1

Raise completion and graduation rates of colleges and universities by 10%

- Reduce the time needed for students to complete remedial requirements.
- Raise first year retention rates of students to SREB regional averages.

Goal 2

By fall 2018, increase the enrollment of adult students, age 25 to 54, by 75%

- Reduce the remedial course enrollments for adults by 50% through alternative means of preparing adults for college-level work
- Improve communication of the value of higher education to non-traditional students

Goal 3

Raise the attainment rates of underserved student groups in the state by 10%

- Raise the underserved student college-going rate to equal that of other students
- Raise completion rates of underserved student groups equal to other students.

Goal 4

Improve College Affordability through Effective Resource Allocation

- Reduced time to degree for students
- Allocate 25% of state scholarship funds to need-based programs
- Re-allocate institutional spending to maximize efficiency and effectiveness