

**Strategic Planning Committee**  
Ross Pendergraft Library, Room 325  
October 14, 2015 at 3:00 p.m.

Present: Dr. Larry Large (by phone), Dr. Arnie Yasinski (by phone), Dr. Jason Warnick, Ms. Aubrey Holt, Dr. John Freeman, Dr. Daniel Bullock, Dr. Michael Rogers, Dr. Eric Lovely, Mr. Ken Wester, Dr. Johnette Moody, Ms. Tammy Rye, Dr. Stephen Jones, Mr. Eliel Mendez, Mr. Tanner Howell, Dr. Jon Clements, Ms. Jocelyn Flores, Mr. Saul Pennington, Dr. Julie Mikles-Schluterman, Mr. Yasu Onodera, Mr. Kelly Davis, and Ms. Jana Crouch

Absent: Ms. Julia Smith, Ms. Sandy Cheffer, Mr. Randy Horton, Ms. Angela Bonds

Guests: Mr. Wyatt Watson, Ms. Pat Chronister

Dr. Warnick introduced Mr. Eliel Mendez as a new member of the Strategic Planning Committee as a Russellville campus student representative. He thanked the Office of Information Systems for their involvement in the Open Forums. He also thanked Jana Crouch for all of the work she did behind the scenes to keep the strategic planning process running smoothly.

Dr. Warnick discussed a question from a faculty member asking why Arkansas Tech University has department heads instead of elected department chairs and suggested looking at other universities and how they approach this issue. He also discussed the need to attract and retain a diverse student population and stated Dr. Bowen noticed universities in California have sent recruiting materials to high schools in languages other than English. He showed an example of a new ATU recruiting poster that is in English and Spanish.

I. Continuation: Share Your Favorite “Big Idea”

This item was tabled due to a time constraint.

II. Stakeholders Report

Dr. Warnick stated he visited with the Faculty Senate and passed out notecards to collect ideas which he will forward to the Working Groups for consideration.

IV. Report from Working Group Chairs

Dr. Bullock stated he has received requests for a Student Union or a Rec Center and has asked Ms. Emily Bradley of Student Services to compile some data on this issue. He also discussed looking at a different structure for tuition and fees, including tuition locking, second chance scholarships, or massive online open courses (MOOCs). Dr. Bullock stated there is an issue with students who lose their scholarships but remain tied to a housing contract and proposed imposing a fee to be released from the contract. Dr. Bullock also said he spoke with Dr. MarTeze Hammonds about the importance of diversity and implementing a plan to include more minority faculty, scholarships, and fraternities and sororities. A general discussion was held about the

importance of a good relationship between faculty and students and what factors hinder student success.

Dr. Jones stated three issues arose during the Budget and Planning Priorities Open Forum. The first issue was a request for more transparency in the university's financial data. The second issue was a request for annual financial forums held to allow constituents an opportunity to ask questions. The third issue was a concern that five-year financial plans are difficult to implement due to state regulations and student enrollment. Dr. Jones stated Arkansas Tech University does not have a large foundation fund and receives half of what other universities receive in appropriations. He also said that not all of the monies in reserve accounts are cash and some funds need to be saved for critical expenditures. A general discussion was held about comparing Arkansas Tech University's funds to other universities' funds.

Dr. Mikles-Schluterman said she participated in a student panel of 7-8 diverse students, although there was not any representation of non-traditional students. Each student was charged with meeting with a non-traditional student to discuss non-traditional student needs. She said the students identified a lack of communication with the institution and a low level of school pride as their concerns. A general discussion was held about the lack of Arkansas Tech University paraphernalia in the community, and the lack of university traditions on campus. Dr. Maxwell asked about creating alumni societies (e.g. Agriculture Alumni) to engage in campus events. Mr. Davis said the university will need to expand its alumni list.

Dr. Moody said another open forum has been scheduled for Tuesday, October 27 from 4:30 p.m. to 6:30 p.m. in the Doc Bryan Lecture Hall to discuss faculty and academic structure. Dr. Clements said one idea that is being discussed is streamlining administrative processes. Dr. Moody hopes the open forum will generate more discussion.

Dr. Rogers said the K-12 Initiative in his college sent out 2000 videos involving 200 Russellville campus instructors to local elementary and secondary schools. Mr. Wester discussed ways the university can share technology with the community and stated the Office of Information Systems looks for opportunities to be connected.

Dr. Warnick stated the groups have been receiving a lot of data and the next step is to organize and decide what to do with the information. He thanked everyone for their participation.

Dr. Large commended the committee for their hard work and stated he was pleased with their progress.

Dr. Warnick said on Monday, October 19, the SPC meeting will be at 1:00 p.m. in RPL 325 and the Open Forum will be at 4:00 p.m. in the Doc Bryan Lecture Hall. The Ozark forum will be Wednesday, October 21 at 1:00 p.m. and the ATCC forum will be Thursday, October 22 at 2:45 p.m. There will be another Open Forum on Tuesday, October 27 at 4:30 p.m.

The meeting adjourned at 4:55 p.m.