

## **DRAFT**

### **Strategic Planning Committee** Ross Pendergraft Library, Room 325 October 7, 2015 at 3:00 p.m.

Present: Dr. Larry Large (by phone), Dr. Arnie Yasinski (by phone), Ms. Angela Bonds, 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. Yasu Onodera, 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

Guests: Mr. Wyatt Watson, Ms. Pat Chronister

Absent: Mr. Randy Horton

#### **I. Stakeholders Report**

Dr. Warnick reported, based on feedback received regarding workplace bullying, he had discussed possible solutions with the Affirmative Action and Human Resource offices. He stated an ad hoc committee would be formed by those offices to further investigate and address the issue, as well as provide training on customer service.

#### **II. Discussion of First Open Forum**

Dr. Warnick stated the first open forum session, which asked participants for their “Top 3 Priorities for Tech”, had gone reasonably well with a moderate turnout and over 30 individuals attending through the live stream. He noted the lack of “big ideas” generated in the discussion, but indicated the smaller ideas could be synthesized into broad, general themes. Dr. Large added this was a valuable experience and it fell to the SPC to leverage what was learned during the session.

Dr. Warnick reported an open forum session had been added at the ATCC campus on October 22 at 2:45pm.

#### **III. Report from Working Group Chairs**

Dr. Warnick asked if any Working Group chairs had a significant update. Dr. Bullock reported Dr. Gunter had addressed the Enrollment and Marketing Working Group and had presented an idea for a charter College of Education.

Dr. Jones reported the Financial Structure and Operations Working Group would be visiting Ozark on Friday, October 16.

Dr. Mikles-Schluterman addressed a concern that the Student Success Working Group was already drafting a white paper. She clarified “draft” may not be the most accurate term, as her members had simply organized the thoughts and ideas presented to them thus far into a list.

Dr. Moody reported Ms. Tammy Weaver, Registrar, had presented to the Academic Structure and Faculty Working Group, and provided information on stackable degrees and noted the challenge in stacking degrees from Ozark as the majority are terminal degrees (Associate of Applied Science).

Dr. Rogers stated the Public Institution Working Group had met with Mr. Kirk Jones, City Manager for Russellville, and reported the city's plans for road construction and improvements surrounding the Tech campus.

#### IV. Follow Up: Integration between Russellville and Ozark Campuses

Dr. Warnick reported, when Arkansas Tech University acquired the Ozark Campus, known at the time as the Arkansas Valley Technical Institute (AVTI), it was absorbed completely and the two campuses became one entity. To separate into two entities would require legislative approval. Dr. Moody noted her group had learned from Ms. Weaver that an Ozark student cannot "transfer" to the Russellville campus because it is a single entity, and all credits appear on an Arkansas Tech transcript. Dr. Warnick suggested improving communication on the front end for such issues could aid in avoiding misconceptions.

Dr. Warnick encouraged the Working Groups to look into the differences in course delivery, faculty credentialing and other issues between the campuses. Dr. Lovely compared an Ozark student enrolling in a four-year program on the Russellville campus to a student changing majors across two different disciplines, noting the prerequisites would likely be very different, but adding there could be more flexibility with electives. Ms. Cheffer suggested developing a continuum for students who have obtained the Associate of Applied Science, but who then decide to pursue a four-year degree. She also stated the Ozark campus could expand general education offerings.

Ms. Chronister reported, since the merge with AVTI in 2003, the campuses chose to operate individually without sharing revenue, but allowed some support from administrative offices on the Russellville campus such as Payroll and HR. She stated transitioning to a revenue sharing model would be a significant policy and accounting change, but was possible.

#### V. Roundtable: Share Your Favorite "Big Idea"

Dr. Warnick asked the members to share a "big idea" from the current higher education environment. Ideas included:

- One stop shopping for student services, relying heavily on online portals and cross trained staff (similar to the model at the Ozark campus)
- Partnering with Wal-Mart and the Walton family to establish a Wal-Mart on the ATU campus
- Offering dual admission between the Ozark campus and Russellville campus, with an advisor on each campus to ensure a more seamless transition from a 2-year program into a 4-year program
- Increasing communication efforts, not only for major events such as Strategic Planning, but day to day as well
- Incorporating an interim January term (3-1-3 model) in which January is a condensed term, similar to a summer term

- Increasing pay and benefits for non-tenure track, full-time lecturers (modeled after University of New Hampshire)
- Having upper classmen students serve as mentors to lower classmen students on campus, as well as using current ATU students as high school recruiters
- Hosting internationally themed semesters to incorporate a different country's culture into events and even food service on campus each semester
- Increasing "green" efforts on campus, promoting events such as "Bike to Work Day"
- Offering child care on campus, serving the dual purpose of a faculty, staff and student benefit, as well as curricular opportunity for students, such as early childhood education majors
- Establishing an Innovation Center (modeled after Duke University)
- Developing a consortium of universities and institutions to decrease health care benefits by using a larger group
- Offering a themed food station within Chambers cafeteria, allowing students to operate the station from the business perspective as well as the hospitality aspect

Dr. Warnick stated the conversation on "big ideas" would continue at the next SPC meeting, to allow everyone to share.

The meeting adjourned at 5:00 p.m.