

## COMMITTEE ON STRATEGIC PLANNING

Draft Minutes: January 15, 2015

The following members were present: Chair Hans, Ms. Gage, Ms. Goodnight, Mr. Lail, Mr. Pickett, and Mr. Walker. Staff: Mr. FitzGerald

1. Chief of Staff Kevin FitzGerald reviewed the Strategic Directions Plan project quarterly dashboard that included project tasks that have been completed, project tasks underway with existing resources and project tasks delayed due to sequencing and financial availability issues.
2. Chief of Staff Kevin FitzGerald reviewed the proposed amendments to the Strategic Plan. The following changes to the plan were accepted by the committee and referred to the full Board for approval:

**Educational Attainment Measure:** The University will work with the North Carolina Community College System to develop an educational attainment measure that captures degrees earned at the Associate's and Bachelor's level as well as awarded Certificates, Diplomas and third-party industry certifications. Further, General Administration staff will work with Community College staff to develop plans, predicated on the adopted strategic plans of each system, to achieve an overall educational attainment rate that places North Carolina among the top ten most-educated states by 2025.

**Employment-Related Resources for Students:** Each campus will include on a prominent place on its website information prepared by General Administration that will be useful to undergraduate students and their parents in determining which courses of study lead to particular types of jobs with the salary ranges by job type. In doing this, General Administration and Committee will rely on the recently completed alumni survey, the focus groups on employer satisfaction and other relevant data. Further, General Administration will develop a design and cost estimate for a web-based tool accessible to all students and their parents, to better understand employment demand and the qualifications required for successful job placement.

**Comprehensive Articulation Agreement:** The Comprehensive Articulation Agreement (CAA) has been revised and implemented; now the plan is revised to focus on improving degree pathways. The additional work will focus on making it easier for students to transfer with a specific degree.

**Implement a Comprehensive e-Learning Strategy:** The e-Learning elements of the plan are re-written in a unified fashion and include specific strategies and objectives in the following areas: Marketing, Partnerships, Student Services, Faculty Development, Research and Development, and Policy.

**Employer Satisfaction Survey:** The Employer Survey Action Item in the plan is recast to focus on gathering qualitative measures from businesses to gain feedback about how our graduates are faring in the workplace and what we can do to better prepare them for work.

**Financial Aid Information Review:** The verbiage associated with the Financial Aid Information Review Action Item is revised to account for a technical correction to comply with US Department of education practices.

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Champ Mitchell, Chair  
Committee on Strategic Planning