

LYNCHBURG COLLEGE
Strategic Planning Team

Minutes of March 3, 2009, Meeting

PRESENT: Co-chair Julius Sigler, Debbie Driscoll, Leslie Hatfield, Dan Lang, Tim Laurent, Ed Polloway, Sally Selden, Joe Turek, and Lisa Womack

Debbie Driscoll reviewed a PowerPoint of the Strategic Plan and the group discussed what information should be prepared for the SPT's year end report. Various charts were reviewed and discussion included measures, benchmark data, target levels to be achieved, and comparative data. Related to comparative data, we need to identify the schools we want to compare to and then determine what information to compare.

Joe Turek asked if there was any way to know if Lynchburg College is the first choice when a student applies. He added that it would be good if we could strategically choose "first choice" students. Julius Sigler stated that if we did this, we would only have 300-400 freshmen. Joe pointed out that it could increase our retention rate and if we were able to publish this information, it would make LC look far more selective.

Debbie noted that Clemson's President's Report Card to their Board on their Strategic Plan is prepared prior to the Board meeting and shows activity for each part of the plan. This is a two page compact handout and makes a nice summary. She asked everyone what they would like to see in LC's report. Comments included:

- Summary on what actions have been taken and what has not happened to date.
- Identify areas of the Strategic Plan we should focus on next year.
- Observation of things that have changed in the larger environment that have affected us (threats and opportunities, i.e., the economy).
- Go back to the Strategic Plan and review how we have operationalized the goals and objectives at that time.
- Is each of the goals still appropriate? Recommend minor changes/updates.
- Ensure that each area is scheduled to provide an update to the SPT either in the spring or the next academic year.
- Annual Reports from each division, especially where initiatives/actions support the Strategic Plan.
- Include updates or changes in direction for academic programs based on internal self-studies.
- Effects on measures of dollars spent/allocated.

Debbie pointed out that she will compile this information for the group's review. She would like to include all presentations/information through mid-April in the year-end report. Debbie added that in addition to reporting actions, we also want to report how we are measuring.

Regarding the Quality Enhancement Plan, Julius pointed out that the visiting team will have to approve the plan. Debbie added that we have to show that we have the funds available or the plan will not be approved. So while the funds are being set aside to do whatever we may need to do, we may not need to use them.

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Joe stated that one of our presenters approached him and asked if there was any feedback related to his/her presentation. Debbie will check to see which presenters we have/have not followed up with on their presentations.

Sally asked if the SPT addressed Mari Normyle's presentation requesting \$2,000 for consulting expenses for Career Development's internal department review. Debbie will check with Mari on the status of this.

NEXT MEETING: Tuesday, March 24, 2009 • 11 a.m. • Schewel Hall 231

Respectfully submitted,

Lisa Womack