

## Attendees:

- Neil George (Chair)
- Dave Garafola (Chair)
- Benjamin Akande
- Debra Carpenter
- Grant Chapman
- Debbie Dey
- Larry Haffner
- Dan Hitchell
- Karen Luebbert
- Bill Lynch
- Faith Maddy
- Laura Rein
- Beth Russell
- Jim Staley
- Dan Viele
- David Wilson
- Randy Wright

## Minutes:

- Karen Luebbert led a discussion about the communication plan:
  - Polly Burtch & Krissi Timmerman assisted Karen in the presentation.
  - A website is going to be the primary communication vehicle.
    - Content Administration: Office of Public Affairs
    - Website Construction: Marketing Department
    - Email Administration: Resource Planning & Budget
  - Neil George asked that names be provided in the feedback mechanism so that a dialogue can be pursued with contributors.
  - Debra Carpenter stated that student representation should be included in the committee.
    - Adding the SGA President was mentioned and agreed upon
      - Debbie Dey will be extending the invitation

- Dave Garafola explained the Bracketology process and teams were assigned randomly (Captains were elected by each group & are denoted with a \*):

### Team 1

- Grant Chapman\*
- Dave Garafola
- Larry Haffner
- Dan Hitchell
- David Wilson
- Randy Wright

### Team 2

- Benjamin Akande\*
- Neil George
- Bill Lynch
- Faith Maddy
- Beth Russell
- Dan Viele

### Team 3

- Debbie Dey\*
- Debra Carpenter
- Karen Luebbert
- Laura Rein
- Jim Staley

- Goal Concept Brackets were voted on and the results are as follows:

### Team 1

- Academic Quality
- Global University
- Managed Growth
- Socially Responsible
- Stewardship
- Student Centered

### Team 2

- Academic Quality
- Accessibility
- Global University
- Stewardship
- Student Centered

### Team 3

- Academic Quality
- Accessibility
- Global University
- Stewardship
- Student Centered

- Each group applied a descriptive sentence to each Goal Concept and those statements are attached in the "Goal Concept Statements" document.

- Neil George lead a discussion about the Goal Concept outcome:
  - The group was asked if anything was missing.
    - Discussion was brief and the group conferred the results

- Neil George stated that ineffective strategic plans are “everything to everyone:
  - Discussion about whether the unselected concepts should be objectives instead of goals was pursued
- Neil George asked the group how do they keep the goal concept parameters wide while balancing the tradeoffs strategically
  - The group conferred the idea of staying at the “50,000 ft level” when composing the goals
  - Bill Lynch proposed adding Core Values with the final goals
- Debbie Dey led a discussion about core values:
  - The group was shown the submissions to date and the common words that are appearing in each of them
  - Final submissions will be presented at the 10/17/07 meeting
- Next Meeting
  - A
  - B
  - C
  - D