

Minutes – Strategic Planning Steering Committee (Draft)

Friday, May 1, 2009

8:30 a.m.

409 Miller

Present: Ray Franco, Lynn Anderson, Bill Buxton, Peter Dady, Greg Sharer, John Shirley, Chris Cirmo, Sheila Dai, Janet Duncan, Nasrin Parvizi, Joan Sitterly

Absent: Mark Prus, James Reese, Caroline Kaltfleiter, Mary K. Murphy, Carol Van Der Karr Mark Yacavone

Long Range Planning Report

Chris Cirmo provided a status report of the LRPC's work with the academic departments. According to him, interviews with academic department/unit heads will result in the development of a white paper which will contain the name of the unit, the person interviewed, program description, a set of core values, a set of prioritized goals, and unique attributes of the program. Interviews, which are expected to be completed by May 15, will be summarized for commonality and summarized for the white paper. Based on feedback from the SPSC, the LRPC will include a status of each department's current strategic planning document.

Strategic Advancement Committee Work

Ray distributed verbatim responses from survey questions completed by the members of the Alumni Board and the Foundation Board. He reported that some board members have been invited to form the Strategic Advancement Committee (SAC), and will be expected to provide input and an external perspective on the strategic planning process. We will be meeting with them (SAC) on a monthly basis. Ray also distributed a document summarizing survey responses from the College Foundation Board, the Alumni Board, and the campus community for further discussion. He added that the ultimate goal to help folks understand that when we launch the campaign for SUNY Cortland, the case that we are going to be making will be related to the strategic plan. Another document disseminated to the SPSC was the Draft Strategic Positioning Framework based on input that has been received thus far. According to Ray, an understanding of where the document is going to lead the college will be helpful in developing the right case statements. To the extent that the strategic positioning framework impacts strategic planning is the extent that the leadership takes this and realize that it reflects what internal and external constituents are saying. In concluding, Ray requested feedback on the draft strategic positioning framework

Feedback:

- It seems like Professional Studies is marginalized in the strategic positioning framework document, and all of the focus is on teacher education. (Response: The issue was also brought up in the President's Cabinet. It is worth noting that this is not a final document and the piece on teacher education will be broadened to reflect professional studies; while it is true regarding Cortland's history, it is not where we want to go).

- It is certain that this process is going to produce some changes. Being a really traditional campus isn't it time to begin discussing the real implications and some of the effects of the planning process. (Answer: this will be done during the strategic planning retreat).

Regarding the feedback above, there was an extensive discussion about pedagogy versus experiential learning with specific mention made about the apparent value the College attaches to one or more kinds of experiential learning. The move toward experiential learning and some form of capstone experience and data indicating a 90% involvement by students at various levels were also noted. Another issue raised in relation to service learning was that some departments are more student-centered in their approach and would readily support service learning, while others are more faculty-centered. As feedback, it was noted that it is difficult as it is to get an internship and even more difficult to ensure course-related experiences. The result is that students are placed across the region and faculty not being able to get a grasp on what they are doing. Also, that going online would be a huge competition for traditional learning; however, causing students to see the experiential learning aspect to the traditional classroom would help to address the competition.

Re-Cap Results of Open Forums

Greg provided a summary of the open meeting with students. The action item for each member to come with his/her assessment of the open forums and the online survey was tabled.

Consensus

- Linda Pedrick will resend an email asking everyone to compile their summary of the responses from the online surveys and the open forums. That will include notes from the student open forum which Greg Sharer will provide.
- All summaries will be emailed to Mark Prus, with a copy to Eunice Miller and Linda Pedrick by Friday, May 15.
- The Provost's Office will summarize the responses of SPSC members in preparation for the next meeting scheduled for May 19 at 1:30 p.m. in 405 Miller.

Other

Nasrin reported that her unit discussed the three questions about SUNY Cortland's strengths, positive core, and vision during their annual retreat and it was interesting to note the difference in their perspectives from those of the academic units.

Adjournment

The meeting was adjourned at 9:19 a.m.

*Submitted by:
Eunice Miller*