

Strategic Planning Meeting #1 Summary - September 4, 2024

Key Points Discussed:

1. Technology
 - Housing our information.
 - Website to keep stakeholders informed.
2. Strategic Enrollment Management (SEM) Plan:
 - The SEM plan highlights five key opportunities/pillars to be considered in our strategic planning. This plan will support the broader strategic plan.
3. Branding:
 - Emphasis on expanding the CORE (Community-Opportunities-Research-Education) brand through various media and events.
4. Listen & Learn Tour Findings:
 - Common themes identified include improving internal and external communication, fostering a healthy work culture, and enhancing community partnerships.
5. Trends in Higher Education:
 - Trend 1: Reduce enrollment barriers.
 - Trend 2: Improve retention with refined student support.
 - Trend 3: Align academic programs with industry needs.
 - Trend 4: Clearly articulate institutional value and economic impact.
 - Trend 5: Adopt flexible financial and organizational strategies.
6. Subcommittee Discussion:
 - Proposals to involve external stakeholders from various sectors such as schools, healthcare, and community organizations.

Action Items for Committee Members:

7. Review other strategic plans available on the TEAMS site.
8. Complete and promote the survey on strategic plans by September 25. There are separate links for staff, students, and the community:
 - Staff: [Survey Link](#)
 - Students: [Survey Link](#)
 - Community: [Survey Link](#)
9. Bring branding ideas for the next meeting.

Next Committee Meeting:

- Wednesday, October 2
- 9:00 – 11:00 am
- Location: Room D303