

Strategic Planning Organization Team
August 17, 2018
10-11:30 am: Tod Hall Leaders Conference Room
MEETING NOTES

- Marketing and Communications
 - State of the University address-follow up
 - The use of a general question versus a specific question was discussed
 - Website redesign
 - Use of the site to gather feedback was discussed
 - Communication to/with Campus strategy
 - A strategy to use the website and other social media mechanisms to gather feedback should be considered
 - The method should be appropriate to the audience to optimize engagement with the request for feedback
- Review and discuss questions suggested for constituency group surveys
 - The stage was set for questions to be developed for use in a survey of the various constituency groups
 - Some constituency-specific questions have been developed
 - Faculty
 - Part-time faculty
 - Student Success
 - OTHERS???
- Constituency group consideration
 - The addition of Athletics as a constituency group was announced
 - Chet Cooper agreed to add this group to his current constituency work-Academic Senate
 - The question of connecting to Admissions/Registrar, etc., was discussed
 - It was noted that individuals in these offices would be connected in several ways
 - Through their respective SPOT Connectors
 - Involvement in various campus-level conversations such as Thought-leaders conversations or thematic conversations
- Review and discuss progress on identifying and inviting “Thought Leaders” to campus
 - Scott Cowen, emeritus president, Tulane University
 - October 17, 2018
 - 12-2 pm with Strategic Plan Organization Team
 - 3-4 pm campus forum
- A newly developed timeline was reviewed that is located on the Tod Hall Leaders Dri-wipe board which will be converted into an electronic document
- Calendar of events **(WAS NOT DISCUSSED GIVEN TIME TAKEN TO DISCUSS THE ABOVE TOPICS)**
 - University-level conversations linked to external speakers
 - Open topical forums
 - Topics such as....
 - Campus-wide survey
 - Connecting to colleges

- College-level conversations linked to external speakers (introduce and secure feedback on the notion of college-level speakers)
- Academic Senate
- Unions
-?
- Regularly scheduled meetings for SPOT
 - A poll will be used to determine the best day of the week and time of the day to regularize SPOT meetings during fall semester