STRATEGIC ADVISORY COUNCIL

Notes of Friday, February 19, 2016


Absent: Kathy Cody, Melanie DeSantis and Laurie Hanich

1. Welcome & Overview (Dr. Ximena Catepillán)
   Dr. Catepillán welcomed the group and reviewed the expected outcomes for the meeting. She provided a membership update (with Cabinet’s approval), including the addition of the Assistant Vice President, University Advancement, Mr. Stephen DiGuisepppe.

2. President’s Remarks (Dr. John Anderson)
   President Anderson thanked the committee members for their participation and Drs. Catepillán, DeSantis, and Shibley for their continued service on the Strategic Advisory Council (SAC). He emphasized the value of the SAC as representatives of our University community. The University needs to continuously assess progress towards achieving goals in Our Bold Path, and, as needed recommend a change of course.

3. Our BOLD Path Mid-Year Update-Dashboard Highlights (Dr. Lisa Shibley)
   Dr. Shibley presented a Dashboard Update of Our BOLD Path, reviewing benchmarks and the progress of the University’s goals.

4. Budget Update (Mr. Roger Bruszewski)
   Mr. Bruszewski presented a budget update and noted that the University’s Performance Funding increased this year. He reviewed the Per Credit Tuition Model, the positive impact it has had on the budget, the impact on enrollment, and the increased financial aid it provides for students.

5. Potential Change of Course (President Anderson, Mr. Brian Hazlett, Dr. Victor DeSantis)
   Mr. Hazlett discussed the proposed enrollment change for 2020. He presented demographic trends including declining high school graduation rates (national and regional). The recommended new change of course focuses on quality and retention; the proposed change including reducing the enrollment target from 10,000 headcount in 2020 to 9,000 headcount in 2020. This recommendation includes modifications to graduate student enrollments, out-of-state and international students, and online and degree completion enrollments.

   Dr. DeSantis sought alignment from the SAC for the proposed change of course; there was a general endorsement of the recommended changes. The group was asked to share the proposed change with their constituency and share their feedback with the SAC coordinating team (Drs. Catepillán, DeSantis, or Shibley).
6. **Discussion of Challenges and Opportunities Themes (Drs. Catepillán, DeSantis, & Shibley)**
   Dr. DeSantis facilitated discussion on issues identified by the Strategic Planning Steering Committee during their January retreat. SAC provided feedback on the challenges and opportunities in and around internal communication and the challenges and opportunities on the perception of the University’s image in our external community.

7. **Strategic Planning Steering Committee Update (Drs. Catepillán, DeSantis, & Shibley)**
   Dr. Shibley asked the group to review the challenges and opportunities reported in the January 2016 Mid-Year SPSC update and send questions to the respective Vice Presidents. Feedback may also be shared with the SAC coordinating team (Drs. Catepillán, DeSantis, or Shibley).

8. **Next Steps (Drs. Catepillán, DeSantis, & Shibley)**
   See Closing Remarks.

9. **Closing Remarks: (President Anderson)**
   President Anderson closed the meeting stating that the presentations and background information will be uploaded to myDrive for access. He reiterated that the discussion around the enrollment recommendation is a major issue and will be shared with the Council of Trustees (COT). The target date for the COT endorsement is June 2016.

   He encouraged SAC members to discuss the issues talked about today with the campus community and share the feedback. He thanked those involved in the analysis that led to the proposed change of course. He thanked the Council members for all their contributions. The meeting adjourned at 4:05 p.m.