

Minutes of the Strategic Themes Committee

January 25, 2011

Committee members present: Andy Arterbury, Susan Bratton, Burt Burleson, Ron English, Richard Gerik, Leah Jackson, Karen Kemp, Roz Kennerson-Baty, Carson Mencken, Mitch Neubert, Byron Newberry, Patricia Pack, Mikeal Parsons, Diana Ramey, Rob Rogers, Martha Lou Scott, Kathryn Steely, Tony Talbert, Tricia Tolbert, Jeff Wallace

Chair Mitch Neubert opened the meeting at 3:30 p.m., asking committee members to introduce themselves.

Charge and Expectations Provost Elizabeth Davis gave the committee's charge and discussed her expectations for the committee. She noted that the committee's composition was intentional, to ensure a variety of perspectives. The committee is to fulfill two roles:

- Analyze and synthesize all input from groups and individuals to identify key strategic themes;
- Write a report to the President and Executive Council (EC) of the common themes that emerge from the process.

She also asked committee members to advocate for the strategic planning process with their colleagues and others in the community. She noted that the group will also serve to preserve the institutional memory of the strategic planning process in the years to come. Finally, she asked the members to maintain confidentiality about the input, to respect the input from all stakeholders, and to ensure that the report fairly represents the input without being prescriptive.

In response to questions from the group, the provost responded:

- The report from the committee will likely be made public to the Baylor community.
- With regard to the "recurring themes and priorities" language:
 - The number of times an idea is submitted is not necessarily important; a great idea submitted once is also welcome.
 - The "priorities" refer to priorities of those submitting input, not the committee's priorities.
- The theoretical perspective of 2012 is not "up for grabs."

Timeline and Process Overview Chair Mitch Neubert gave an overview of the strategic planning process and asked the members to familiarize themselves with the information

available on the [strategic planning web site](#). He asked that the group champion the process with their colleagues, to ensure that everyone has an opportunity to contribute.

Questions from the group included these topics:

- Format of the input – currently in Word documents, rather than a database. Tony Talbert noted that NVivo software for qualitative data analysis could handle Word documents and would be useful in identifying common themes. A subcommittee was formed, including Tony Talbert, Rob Rogers, Carson Mencken, and Susan Bratton, to explore software options.
- Status of campus community input opportunities – some members' units have already met to discuss ideas for group input, while others have heard nothing since the initial announcement of the strategic planning process. Mitch Neubert will ask Elizabeth Davis to ask the deans and EC for status reports to ensure everyone is engaged in the process.
- Opportunities for individual input – concern was expressed that not all members of the campus community know they can provide individual input into the process. It was suggested that Elizabeth Davis emphasize this opportunity at the Staff Forum on January 27th and in other venues.
- Faculty Senate – Mitch Neubert is also a senator, so will keep this group informed.
- Strategies for reviewing input – the group needs to see examples of each type of input (individual, group, community) in order to determine how to manage the data. Mitch Neubert will obtain examples prior to the group's next meeting.
- Timeline – In view of the members' summer commitments, Mitch Neubert will sketch out a timeline, particularly for the work in June, prior to the next meeting.

Next meeting The next meeting was tentatively scheduled for 3:30 p.m. on Tuesday, February 8, 2011, meeting space TBA.

The chair closed the meeting with prayer at 4:43 p.m.