

Minutes of the Strategic Themes Committee

February 22, 2011

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

Chair Mitch Neubert opened the meeting at 3:30 p.m. He gave a general update, reporting that the group input documents will remain internal documents, available to anyone with a Bear ID. The number of submissions by individuals and groups has not increased significantly since the last STC meeting. The group discussed possible strategies to stimulate additional input, and Karen Kemp reported on several upcoming publications from Marketing and Communications that will highlight strategic planning. The chair agreed to ask the provost to send an e-mail reminder about the deadline for submissions to faculty and staff after spring break.

Coding Process and NVivo

The chair proposed a process for coding input, beginning with general themes and subdividing those into categories. He noted that once the themes and categories are established, the NVivo software can search for them in the input documents, as well as for key words and intensity (strong words such as crucial or essential). He suggested that those interested download the NVivo software from the ITS site and try it with the individual input file sent prior to the last meeting. He also asked the STC members to look for exemplars – direct quotes that illustrate particular themes or categories – as they read the input documents.

The committee then read a few input documents, looking for general themes and categories, then discussing them in small groups. The full committee then discussed possible themes and categories and additional information that might be coded to facilitate analysis.

Assignment for next meeting

The chair asked members to volunteer for one of three subcommittees to review individual, group, or community input documents, to identify themes and categories, and to meet to refine the themes and categories before our next meeting, scheduled for Tuesday, March 22nd.

The meeting was adjourned at 5:00 p.m.