

<u>East Carolina University</u>	<u>26472.j00</u>	<u>04.07.2009</u>	<u>05.15.2009</u>
PROJECT	PROJECT NO.	MEETING DATE	ISSUE DATE

<u>Mendenhall 254</u>	<u>Strategic, Academic, Research Committee</u>
MEETING LOCATION	MEETING PURPOSE

<u>Eva Klein</u>	
ISSUED BY	SIGNATURE

PARTICIPANT	COMPANY/TITLE
Bagnell, Bill	Assoc VC, Campus Operations
Baker-Flowers, Kimberly	Chief Diversity Officer
Baxter, Fiona	Executive Director, Communication, Adv.
Brinn, Jack	Assoc VC and CIO
Beaulieu, Aaron	Assoc Superintendent, Pitt County Schools
Boyer, Larry	Dean, Academic Library Services
Bunch, Austin	Associate Provost
Duncan, C. Steve	Asst VC, Admin & Finance
Higdon, Kim	Space Analyst, Campus Space Planning
Gemperline, Paul	Assoc VC, Research & Graduate Studies
Hickman, Bob	Human Performance Lab
Kashef, Mohamed	Asst. Professor, Planning
Kasperek, George	Asst Dean, Graduate Studies, BSOM
Lehman, John	Assoc Dean, Research & Grad Stud,BSOM
Newton, Ron	Asst VC, Admin & Finance
Rummel, John	Dir, Institute of Coastal Science & Policy
Sheerer, Marilyn	Provost
Weismiller, David	Assoc Provost, Inst Plng, Assess,Research
White, Alan	Dean, College of Arts & Sciences
Wubnch, Mulu	Professor, Planning
Velde, Beth	Asst. Dean, College of Allied Hlth Sciences

PARTICIPANT	Consultant Team:
Brasier, Chris	Smith Group
Carter, C. Joseph	Eva Klein & Associates
Kaiser, Harvey H.	Eva Klein & Associates
Klein, Eva	Eva Klein & Associates

PURPOSE

Initial meeting of the Strategic, Academic, and Research Committee with EKA team

1. Introductions
2. Review of Committee's Roles and EKA's Scope/Tasks
3. Detailed Plans for the Strategic Review

MEETING NOTES

Introductions and Overview Presentation

Committee members and EKA team members introduced themselves.

EKA provided a powerpoint presentation to review:

- Outline of the entire Master Planning Project
 - Strategic Context
 - Capital Needs Assessments
 - Physical Planning
 - Implementation
- Objectives, Tasks, and Details in the Strategic Review
 - Scheduling Interviews
 - Interview Protocol
 - Potential Interview Groups
 - Data and Documents

Discussion of Capital Needs Assessments

There were some questions and discussion of the capital needs assessments:

- Q1. Will leased properties be addressed in the Master Plan?
- A1. Normally, if there is space leased as a result of space crunch on the campuses, the space shortage would show up and be accounted for in the *Space Capacity Analysis*. In other words, we would want to know if there is a shortage of space that is being met by leases, as opposed to leased space (on purpose) for programmatic reasons. In contrast, we normally would not undertake a *Condition and Functionality Assessment* of space that is not owned by the University. EKA and SG will discuss this and clarify further for the Committee.
- Q2. As you describe *Special Purpose* projects, does that include renovations, or only new buildings?
- A2. Normally, *Special Purpose* category would include new, one-of-a-kind or special use facilities. But, inevitably, because of use conversion opportunities, existing buildings come into the analysis. (All major buildings, including existing Special Purpose buildings, will be evaluated for Condition/Functionality.)

Discussion of Documents and Data

The Committee reviewed an initial list of data/documents included in the PPT presentation.

There were several suggestions.

- Bunch: *UNC Tomorrow*—There are two documents—the original and the “first phase.” The consultants will need both.
- Sheerer: Some of the school/college strategic plans pre-date UNC Tomorrow. Marilyn Sheerer will email the deans and ask them to provide latest versions / updates.
- Velde: There are documents relating to engagement strategies
- Bunch: You should have the capital and operating (expansion) budgets
- Bunch: We should give you at least the outline of the Administrative Manual
- Sheerer: And the 5-Year Interim Report to SACS
- Higdon: We will give you ECU’s input to UNCGA on space / utilization

- Gemperline: Research dollars—how? Answer: 10-year trends in \$ of research expenditures, by NSF areas of research if possible. Any information on research productivity and investments.
- _____: Enrollment data—various formats—what do you need? We would like to have historical trends (e.g. 10 years) by various parameters and projections.
- Bunch: There is a new mission statement.

Discussion of the Interviews

The Committee reviewed the draft protocol that EKA presented. The following comments:

- Add a question for faculty about how instruction will be delivered in the future.
- In interviews, people will be heavily influenced by current economic travails. We will need to explain that this is a planning process that focuses on the long-term future. It is not about our present problems.
- In the interview group list:
 - Delete #9—ECU Program Directors
 - Rename #10 to Student Experience Group
 - Make #7 the Enrollment Management Task Force(It was decided that Austin Bunch will do some additional refinements to the list of interview groups.)

Discussion of Issues

- There is a big question about what kind of research university ECU wants to be. (For this planning process, should we have a separate research committee?) The inclination is that ECU should be a strong Research II, not a Research I. The issue is that, currently, most graduate education is in professional studies, not in research-intensive programs. More research is applied than fundamental.
- There is also a big question about “in place” vs. distance education. What is the role of distance education in ECU’s future growth? Also, with respect to research, if you distribute graduate enrollment between resident and distance students, you dilute the impact of research in graduate education—less engagement.
- Third question is whether there should be more or less intensive graduate education.

NEXT STEPS

Strategic Review Interview Dates

We need two days. We will consider:

- May 4-5
- May 5-6
- Two days during week of May 18—probably May 20-21

Austin Bunch and Eva Klein will work out and confirm dates and develop interview schedule details.

Data

- Austin Bunch will compile and send several documents
- Paul Gemperline will send research data

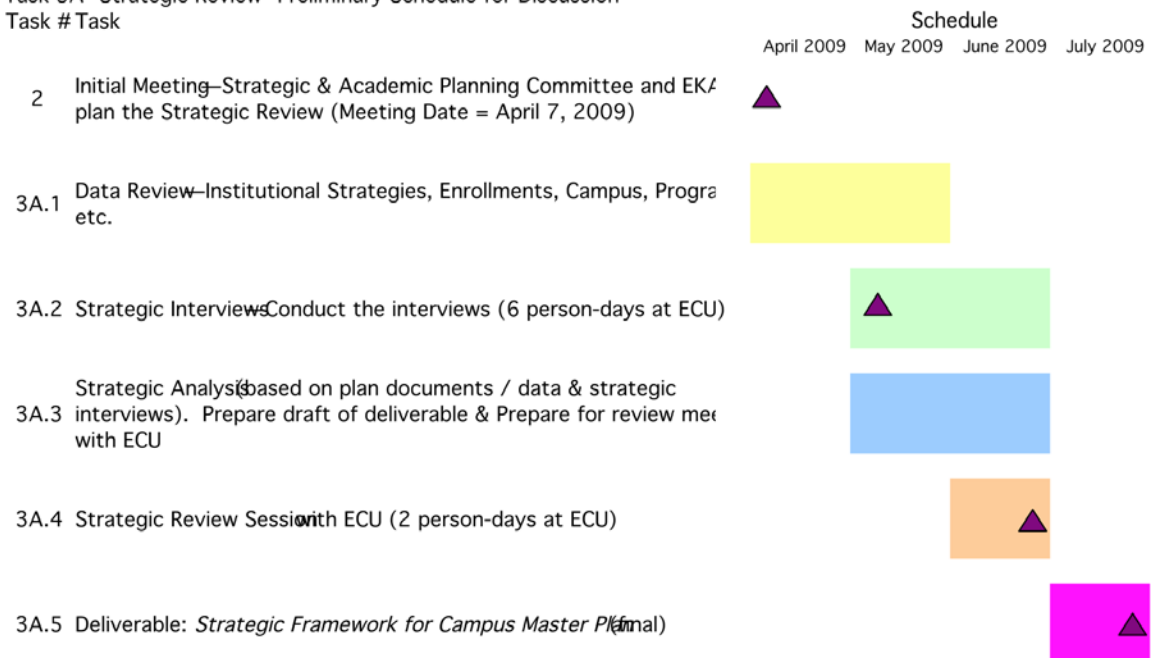
- David Weismiller will send SACS Interim Report
- Kim Higdon will send space/utilization data
- Beth Velde will send engagement information
- Marilyn Sheerer will assemble and provide academic unit strategic plans
- Etc.

GRAPHICS

Strategic Review Tasks

3A.1	EKA	Data Review —Institutional Strategies, Enrollments, Campus, Programs, etc.
3A.2	EKA	Strategic Interviews —Conduct the interviews (6 person-days at ECU)
3A.3	EKA	Strategic Analysis (based on combination of plan documents and data & strategic interviews). Prepare summary and draft of deliverable. Prepare for review meeting with ECU
3A.4	EKA	Strategic Review Session with ECU (2 person-days at ECU)
3A.5	EKA	Deliverable: <i>Strategic Framework for Campus Master Plan</i> (final)

Task 3A--Strategic Review--Preliminary Schedule for Discussion
Task # Task



Sample Layout of Interview Schedule

	Time Slots	Est #	Klein		Kaiser		Carter
1	8:00 - 10:00am	30	ECU Academic Deans		ECU "Enrollment" Group		ECU "Student Affairs" Group
2	10:15am - 12:15pm	30	Group Name		Group Name		Group Name
	12:15 - 1:00pm		Lunch / Break		Lunch / Break		Lunch / Break
3	1:00 - 3:00pm	30	Group Name		Group Name		Group Name
4	3:15 - 5:15pm	30	Group Name		Group Name		Group Name
		120					

Interview Protocol—Initial Draft

ECU Vision, Strategic Plan, and Vision for Campus

- ECU Today (SWOT)—e.g., What are ECU’s top strengths and weaknesses today?
- ECU Tomorrow (10 to 20 Year Vision)—e.g., What are ECU’s priorities for the foreseeable future?
- Programmatic Strategies and Tactics—e.g., Are there major specific program initiatives planned or that may be planned?
- Enrollment Growth—e.g., What do we expect to be the trends in overall enrollment and changes in student demographics during the next 10 to 20 years?
- Community and Economic Development—e.g., What are the strategic implications for the campus of ECU’s engagement activities?
- Campus / Facilities Vision Statement—e.g., To craft a Vision Statement for updating ECU’s master plan, what key “elements” or “plan principles” would we want to embody in the Vision?

If this report does not agree with your records or understanding of this meeting, or if there are any questions, please advise the writer immediately in writing; otherwise, we will assume the comments to be correct.

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