

UNIVERSITY PLANNING ADVISORY COUNCIL
INITIAL MEETING
FEBRUARY 19, 2003

The first meeting of the VSU University Planning Advisory Council was held on February 19, 2003 at 9:00 a.m. in the Rose Room, University Center. President Ronald M. Zaccari and Dr. Marsha Krotseng, Chief Planning Officer, presided over the meeting. Council members present included: Chet Ballard, Myrna Ballard, Mike Beverly, Ernestine Clark, Jason Davenport, Marty Giddings, Shirley H. Hardin, Mike Harpe, Phyllis Holland, Paula Hutchinson (Ex-Officio), Rebecca Kimbrough, Sue Lampert, Emmitt Nolan, Ruth Salter, Ed Sheeley, Jerry Siegrist (Ex-Officio), Patrick L. Smith, and Lee F. Williams. Guests in attendance were Bethanie Bass, Andy Brovey, Lynne Capece and Tayloe Harding (for Bob Bauer). Council members Bob Bauer, Brian Roberts and Charles Moore (Ex-Officio) were unable to attend.

Welcome and Introductions:

Dr. Marsha Krotseng welcomed everyone to the initial meeting of the University Planning Advisory Council and invited the members of the Council to introduce themselves.

Charge to the Council:

Dr. Zaccari informed the group that each person on the Council has been elected or appointed to become as knowledgeable as possible about the Strategic Planning process since members of the Council will be asked to serve as ambassadors to various groups and to keep the process moving forward. He has been looking forward to reaching this phase of the Strategic Planning process the entire time he has been President at VSU. He informed each member that serving on the Council will require a time commitment. The future of VSU is in the hands of each individual as they serve in this advisory capacity. Strategic planning is even more important at the current time as we direct resources toward the University's priorities.

Dr. Zaccari encouraged everyone to attend the upcoming budget presentation that is scheduled for March 5, 2003, in the Whitehead Auditorium. There will be one presentation at 9:00 a.m. and another at 2:00 p.m. Each session will last approximately 45 minutes. Dr. Zaccari will be speaking on the VSU budget process, including national reference points and funding trends for public higher education.

Dr. Zaccari listed the five components of the Strategic Plan.

- Strategic Plan (linked with the Board of Regents' Strategic Plan)
- Facilities Plan
- Master Plan
- Budget Plan
- External Plan

He stated that changes are happening at VSU and the goal is to be the finest Regional University in the country.

Overview of Strategic Plan

Dr. Krotseng stated that she had received several calls inquiring about participating in the Strategic Planning process and is pleased with the level of enthusiasm displayed by the campus. She emphasized that the Strategic Plan represents the work of numerous people who came together in committees to refine the document. She thanked Andy Brovey for developing the current format of the document. Dr. Krotseng charged everyone to review the document and conclude if VSU currently has committees or processes in place that may be assigned the Action Steps defined in the Strategic Plan.

Presentation by Goal 1 Committee Chair

Goal 1: Effective Planning and Resource Utilization

Bethanie Bass, Chair of the Goal 1 Committee, stated that she was glad to see some areas of the strategic plan come to fruition, for example budget proposals. It is imperative that individuals wisely allocate money within their respective budgets. Prioritizing is a key component of the process in order to allocate funds in the most appropriate areas. There was a question as to whether Goal 1 defined specific links to other goals. Bethanie stated that because of the nature of Goal 1 there would be links to other goals. Dr. Brovey concurred and stated that there are at least two Action Steps in Goal 1 that are related to other goals. Dr. Zaccari questioned an item in the Goal 1 document that referred to the update of the mission statement. Bethanie stated the ultimate goal is to complete the update of the mission statement by June 30, 2003. Bethanie added that she believes the Goal 1 recommendations are achievable at minimal cost. Dr. Zaccari noted that as specific Action Steps are completed within Goal 1 that those completed Action Steps will be replaced with new Action Steps. Sue Lampert asked Bethanie to inform the group of the highest priority of Goal 1. Bethanie stated the mission statement is the highest priority. It was also mentioned that the mission statement should be written in general terms so all individuals can clearly understand the meaning of the statement. Dr. Zaccari stated that a committee to be chaired by Dr. Krotseng will review and revise the mission statement. Anyone who is interested in serving on the committee should contact her via e-mail (krotseng@valdosta.edu).

Jason Davenport suggested that another system be considered for ranking priority rather than High, Medium, or Low.

Dr. Krotseng asked that Committee Chairs (along with their committees) review the Board of Regents Goals and note in the last column of the strategic plan those BOR Goals that reflect the VSU Goals. Dr. Krotseng asked for volunteers to act as liaisons with the appropriate offices or processes that may be assigned responsibilities for certain action steps. Dr. Ernestine Clark volunteered to be the liaison for Goal 1, Action Step 1.

Dr. Ruth Salter volunteered to be the liaison for Goal 1, Action Step 2. Both Dr. Zaccari and Dr. Krotseng will be the liaisons for Goal 1, Action Step 3. The Mission Committee to be chaired by Dr. Krotseng will address Goal 1, Action Steps 4 through 6.

Presentation by Goal 2 Committee Chair

Goal 2: Successful Outreach

Ms. Lynne Capece, Chair for the Goal 2 Committee, thanked Patrick Smith, Tayloe Harding, and Mike Beverly for being such an integral part of the Goal 2 Committee. Ms. Capece stated that 20 years of data are available regarding fundraising. The committee has benchmarked against other institutions and compares favorably with some institutions and not so well with other institutions. She indicated that Mary Watson, Director of Grants and Contracts, did the majority of the work in the research/sponsored programs area. Dr. Watson indicated that VSU needs to become more aggressive in obtaining money through grants (Action Step # 1). It was also suggested that a survey of faculty be administered to find out their current projects and what other projects would be of interest to them (Action Step #2). There should be more involvement in pursuing corporate sponsorships (Action Step #3). The Goal 2 Committee also concluded that any conversations regarding homecoming activities should be coordinated with the Alumni group that is overseeing activities for the event (Action Step #4). The Committee believes it is imperative that there be a coordinating body to oversee issues regarding the current financial situation. It is very important to know who is talking to whom about money. The committee feels that hiring a new Vice President for University Advancement is of the highest priority at this time (Action Step #5). Sue Lampert questioned whether VSU already has components in place on the VSU campus to form a research institute. It is probable that VSU does have the capability of putting such a research institute in place. Due to time constraints it was determined that Ms. Capece would return to the next meeting of the University Planning Council to address the issue of unrestricted funds.

Dr. Zaccari congratulated the Goal 1 and Goal 2 Committees on their outstanding work. The meeting adjourned at 10:15 a.m. The next scheduled meeting of the University Planning Advisory Council will be Monday, February 24, 2003 at 9:00 a.m. in the Rose Room, University Center.

Respectfully submitted:

Melinda Cutchens