

UNIVERSITY PLANNING ADVISORY COUNCIL
MARCH 24, 2003

The fifth meeting of the VSU University Planning Advisory Council was held on March 24, 2003 at 3:30 p.m. in the Dogwood Room, University Center. Dr. Marsha Krotseng, Chief Planning Officer, presided over the meeting. Council members present included: Myrna Ballard, Bob Bauer, Ernestine Clark, Jason Davenport, Martha Giddings, Shirley Hardin, Paula Hutchinson (Ex-Officio), Rebecca Kimbrough, Sue Lampert, Brian Roberts, Ruth Salter, Ed Sheeley, Jerry Siegrist (Ex-Officio), and Patrick Smith. Council members Chet Ballard, Mike Beverly, Mike Harpe, Phyllis Holland, Charles Moore (Ex-Officio), Emmitt Nolan, and Lee Williams were unable to attend. Guest: Andy Brovey.

Dr. Krotseng welcomed Council members and informed everyone that Dr. Ruth Salter (Assistant Director for Institutional Research and Policy Analysis) would be presenting an overview of the benchmarking process.

Presentation by Dr. Ruth Salter

Dr. Ruth Salter distributed a handout that provided the definition of benchmarking, steps of benchmarking at VSU, benchmark institution types, selected sources of information for benchmarking, and a group of peer institutions.

Dr. Salter indicated that she used a National Database for the selection of criteria used for the sample information she provided. Some of the selection criteria included total current funds expenditures (1999-2000) less than \$150,500,000.00, Academic institution, No Open Admission Policy, Application Fee required, and various enrollment criteria. Based on the criteria eleven peer institutions were selected using the National Center for Education Statistics (NCES) data. The peer institutions are located throughout the nation, including the states of Georgia, Arkansas, Pennsylvania, Texas, Colorado, Florida and North Carolina. Dr. Salter noted that national databases are unable to provide information based on the current year due to the time that must be allowed for collecting and compiling data.

Dr. Bob Bauer stated that this type of research is not only important for VSU as a whole, but it is very important that departments at VSU conduct this type of research as well.

General discussion

Myrna Ballard inquired as to the status of the revision of the mission statement. Dr. Krotseng stated that she is in the process of developing a committee. Anyone who has a particular interest in serving on the mission statement committee may contact Dr. Krotseng.

Dr. Krotseng spoke about the media briefing that was held on campus on March 18th. The results of a recent parking analysis were discussed by Dr. Zaccari. Dr. Krotseng had the opportunity to speak about strategic planning and to provide the media with updates on each of the goal areas.

There were suggestions regarding some of the fund requests. One, for example, was to hold retreats on campus in order to alleviate the cost of travel rather than send individuals to retreats as suggested by one of the goal committees.

Dr. Brovey will be forming focus groups for Goal 3 committee members and other interested individuals. The focus groups are a means of reaching some consensus and agreement as to the prioritization of topics.

The Council feels it is pertinent to find out if there are certain groups on campus (i.e., HUB) that may already have information available regarding certain topics that are related to specific goals.

Conclusion

Dr. Krotseng thanked Dr. Ruth Salter for the benchmark presentation. She also informed the Council that prioritizing fund requests would be the order of business at the next meeting.

The next meeting of the University Planning Advisory Council is scheduled for Thursday, April 10th at 8:30 a.m. in the Rose Room, University Center.

Respectfully submitted,

Melinda Cutchens