

**Albany State University West**  
**Institutional Strategic Planning Committee Meeting**  
**Thursday, March 9, 2017**  
**2:00pm, Lovett Hall ASU East Campus**

**Facilitator:** Dr. Kimberly Holmes

**Present:**

Ms. Tracy St. Amant	Dr. Vickie B. Philips	Dr. Carolyn Rollins	Ms. Cynthia C. Hoke
Mr. Shawn McGee	Dr. Donta Truss	Colonel James Carroll	Ms. Sherie Gordon
Dr. Frank Archer, III	Ms. Jackie Nicholson	Mr. John T. Clemens	Dr. Kim Lee
Dr. Rhonda Porter	Dr. Jason Goodner	Ms. Marion Ryant	
Dr. Brian Kim	Dr. Cynthia Evers	Ms. Katherine Kikivarakis	

\*Guest: Ms. Jeanette Arrington

Dr. Holmes called the meeting to order.

Dr. Arthur Dunning brought opening remarks regarding the ongoing challenge of connecting ASU to the broader community. He emphasized the importance of branding and marketing and the fact that differences can get in the way of strategic successes. He shared the importance of understanding the city and requested more direct assistance from committee members in helping the city to navigate through the process. He also described the federal legislation through which the HBCU designation was established.

A committee member shared her experience with consolidation in the private sector; noting that accepting change can be easier for some members of the community than others.

The minutes from the previous meeting were reviewed. A motion was made to approve the minutes by Mr. McGee. The motion was seconded by Ms. Nicholson. The motion carried unanimously.

Dr. Holmes shared that a strategic planning webpage was under construction that includes a “comment” block to allow anyone who visits the site to provide input or suggestions. She also reminded the committee that there is a new strategic planning email address: [strategicplanning@asurams.edu](mailto:strategicplanning@asurams.edu). It was expected that the webpage would be released the next week.

Dr. Holmes discussed the experiences of those who facilitated listening sessions to date. A total of twelve had been completed on-campus (six on the East/Radium Springs campus and six on the West/Gillionville campus). She indicated turnout for those sessions was very light. Overall, there was a total of approximately 50-60 attendees at the campus-based listening sessions, including faculty, staff, and students.

Dr. Holmes requested more participation from ISP Committee members on the sub-committees. She requested that each committee member sign up for at least one sub-committee.

An announcement was made that the next listening sessions were scheduled for March 13<sup>th</sup> and March 14<sup>th</sup>.

Dr. Porter and Dr. Kim gave a sub-committee report related to listening session input analysis and feedback. Dr. Porter explained the process being utilized to gather information taken from the 12 listening sessions. Dr. Kim spoke about the challenges identified by session participants, including housing, marketing, and a racial divide in the broader community.

Ideas, comments, and suggestions from the committee:

- As we go through the entire process, make certain that we are aware of perceived or real safety issues.
- There is a transportation plan underway that will provide shuttle service between the two campuses and the downtown area.
- There has been a lot of feedback around admissions, registration, and financial aid.
- We need to immediately address some issues internally and externally.
- We have media that we don't utilize. A Q&A session on the website would be ideal.
- Information can be pushed out via text and social media.
- It is important for us at ASU to be consistent in regards to who we are, who we want to be, and how we want people to feel about us.
- We need to develop a clear plan so that we do not lose our students. We have an amazing opportunity to share diverse opportunities with so many students.
- We have the ability and authority to develop messaging regarding what we mean by dual function (access and university).

Additional discussion questions/Comments:

- How do we create a message of caring that resonates throughout the entire community?
- How do we create a delightful experience for every student and person who interacts with the university (on both campuses)?
- We must do a better job of building connections through the following:
  - Difficult conversations
  - Intentional messaging
  - Help each resident identify a greater purpose/common purpose

Discussion of Suggested Core Values:

- Review of previous work completed by a different committee
- Review of core values articulated at a prior Strategic Planning Committee meeting

Additional suggestions of core values

- Civility/Respect
- Trust/Integrity/Character
- Accountability
- Diversity
- Lifelong learning/Academic excellence
- Collaboration

Dr. Holmes will send the list above as homework. She requested that committee member think about and be prepared to discuss this again at the next meeting.

Dr. A. Dunning closed with remarks on diversity and international faculty.

Meeting adjourned: 3:27pm.