Strategic Planning Steering Committee Meeting Notes
Dr. Thayne McCulloh, Chair
Thursday, April 27, 2006, President’s Conference Room
1:30 – 3:30 p.m.

Committee members present:
Pam Buller, Director/Kinsey Robinson Professor
Shelly Daugherty, Public Relations & Marketing Assistant
Dennis Horn, Dean, Engineering – Admin.
David Leigh, S.J., University Trustee*
John Luger, University Trustee*
Thayne McCulloh, Vice President for Administration and Planning
Raymond Reyes, Associate Vice President for Diversity
Jason Swain, Training Manager
Gary Weber, Associate Vice President, Academics
Sue Weitz, Vice President for Student Life

*Committee members attending by teleconference.

Thayne McCulloh passed out a revised Process Timeline which he stated the Board has seen and he pointed out the activities of the Academic Vice President’s office which have taken place. He stated that the Long Term Planning Committee should be in a position to present our Institutional Strategic Plan to the Board for approval at their April, 2007, meeting. During the Board’s annual retreat in February, a 5-hour block of time will be held out to discuss the plan and goals that have emerged and the key dimensions that will form the plan. In their December meeting a Board-level discussion will be held on the implications of the University’s growth as well as the launching of the next Capital Campaign which will focus on building an endowment. During this growth discussion the Board will hear from each of the schools of their expectations and how that affects other areas to support their expected growth. There will also be Cabinet discussion of any goals that have to do with growth. We would like to take these ideas and put them out to the Community for constructive vetting during the summer and then in the fall be able to present some initial Strategic Planning Process goals that come out of it, as well as the common themes that developed out of the SWOT sessions. The SWOT themes will be the basis for our goals and more themes will be identified in the departmental plans. The school-based plans are to be completed by the end of summer. The Institutional Plan will ultimately be approved by the Board.

Discussion followed. The Committee will have to identify trouble spots, like enrollment issues, on the different departmental plans and whether they clash with the overall Institutional Plan. The Committee will need to keep thinking in the higher, institutional level and be wide open to see what the school’s issues are. The SWOT information will need to be studied looking at what our symptoms are and have it drive the process. It was mentioned that Accreditation needs have already driven the schools’ plans and that the work the Dean’s are doing could also drive some of the key issues and goals. The Committee members were encouraged to study all of the SWOT data individually and then come together to identify critical strategic issues, as they see them. Thayne said we should come up with 7-10 goals. A missing piece will be what the Dean’s are doing and that can be integrated later. It was brought up that we needed to define exactly what “critical strategic issues” means. The Committee felt it was our central core – Jesuit, Catholic University – what we value. And, that a strategic goal is what leads us to sustainable competitive advantage. For instance, parking is not a strategic issue for Gonzaga. For some Universities is could be strategic. A strategic goal is something that places us at an advantage while still keeping out minds open; being visionary and far reaching, but yet attainable.
A strategic goal may reaffirm something we consider to be core strengths and possibly take us in another direction.

Thayne asked those Committee members, willing to do so, to research and review the SWOT data and to submit what they identify as strategic issues, in statement form, defining in either positive or negative and pointing to that which needs to be focused on to help GU. He asked that these be submitted by email to him before the next meeting, the end of May. The Committee agreed to a deadline of submitting these to Thayne not later than May 24, 2006.

The Committee decided it would be best to lay out a plan of Committee meetings through the summer months. Thayne asked the Committee their thoughts about frequency and duration. It was decided to have four (4) four-hour meetings in May through August to have time to really dig into the issues and information.

Thayne also handed out a draft copy of the SWOT diagram of the Student population, while advising the Committee that it was not complete as yet.

The meeting was adjourned at 3:30 p.m.