UMC Strategic Planning Committee
Notes
September 18, 2014

Present: Chancellor Wood, Barbara Keinath, Chris Winjum, Jeff Sperling, Tricia Sanders, Gary Willhite, Bill Peterson, Kevin Thompson, Scott Leckie, Michelle Christopherson, Stephanie Helgeson, Marcella Melbye, George French, Lorna Hollowell, Dan Svedarsky, Ron Del Vecchio, Rob Proulx, Soo-Yin Lim-Thompson, Lisa Samuelson, Andrew Svec, Melissa Dingmann, Carola Thorson, Peter Phaiah, Les Johnson, Joseph Shostell, Ken Myers, Stacie Varnson, Corby Kemmer, Kim Gillette, Don Cavalier

Guest(s):

In these minutes: SIET Update, SPERS Update, Recruitment and Retention Roll-down, UM-Twin Cities Draft Strategic Plan, Planning for October 2 Thursday Commons, Future Meetings

SIET Update – Barbara Keinath
The idea of UMC getting more involved in and collaborating in the area of economic development has been discussed with numerous area/regional/state groups and they all seem in favor of this. SIET group is now working on a position description for a title of “Director for the Center of Rural Economic Development”. Once the position description is finalized, it will be posted.

SPERS – Andrew Svec
Has identified these 6 action items for the group to work on:
1. Twin Cities Alumni Social – held Sept. 9th, around 60 people attended
2. Online Alumni Survey – between 400-500 were sent out, 80 responses so far
3. Alumni Promotional Pieces to enlist them in recruiting family members are in the works
4. Strategies to continue to push the Maroon and Gold Friday’s in the Crookston community
5. Working with Extension to use regional 4-H to promote UMC
6. Reviewing the naming of building policy

Recruitment & Retention Roll-down – Barbara Keinath
All 6 groups from the summer retreat are to report back by Thanksgiving. Barbara will send out an email with more guidance for this.

UM-Twin Cities Draft Strategic Plan – Barbara Keinath
The link to the Twin Cities draft plan was provided:
http://strategic-planning.umn.edu/
This draft plan was presented at the September BOR meeting. While, no specific alignment will occur in preparing of the Twin Cities plan, it would be good for UMC’s strategic planning team to review it and try to find opportunities for “natural” alignment.

Planning for October 2 Thursday Commons – Barbara Keinath
Tentative plans – begin at 12:30 pm in Bede Ballroom with a brief update on SPERS, SIET and SEMC since we discussed those last year and many people had feedback. This update will show that we are still moving these forward and have used some of the suggestions provided.
Then, we will shift gears to this year’s retreat and talk about the focus on recruitment and retention and the 6 outcomes that came out of it. The group discussed how to engage those that come and get feedback from them? Vice Chancellor Keinath will think about this and develop these plans more and communicate via email with the group.

Set aside 3rd Thursday meeting for Strategic Planning? – Barbara Keinath
It was decided to continue like we did last year with using the 2nd Executive Committee time for the month (3rd Thursday morning of each month) for Strategic Planning. Chris will be sure to invite the whole Strategic Planning group to these meetings on their Google Calendars.

Respectfully submitted by Chris Winjum