

# Strategic Planning Committee

March 4, 2019

3:00 p.m. – 4:00 p.m., Rooms 290/662

## Minutes

**Present:** Dennis Bona, Nicki Carlson, Mike Curfman, Don Fischer, Mary Fontes, Ben Hoffman, Brian Huschle, Stephen Nelson, Tony Sorum, Amanda Johnson, Anton Bergee, Chad Sperling, Terry Wiseth, Jodi Stauss-Stassen, and Julie Fenning (Recorder)

**Absent:** Deb Beland, Paul Peterson, Kelly Jordet, and Stacey Hron

1. **New Vision and Mission** – Dr. Bona will be presenting Northland’s new vision and mission to the Board of Trustees for final approval on March 19<sup>th</sup>. Once it is approved, it will be updated on the website and sent to the Higher Learning Commission.
2. **Committee Purpose** – Dr. Bona reviewed the committee purpose to lead the development and implementation of the strategic plan. The strategic plan will roll from year to year, adding a focus each year.
3. **2019 - 2022 Strategic Goals** – The President’s Council determined that the most critical topic would be increasing enrollment. Below is a three-year list of priorities:

Strategic Priority 2019 – 2020:	Increase Enrollment and Retention Phase I
Strategic Priority 2020 – 2021:	Increase Enrollment and Retention Phase II
Strategic Priority 2021 – 2022:	Institutional Performance

1. Teaching and Learning Center
2. Return of Administrative Support Positions
3. Institutional Research
4. Institutional Effectiveness
5. Employee Development

4. **Enrollment/Retention Idea Survey Results** – The committee members were divided into groups and were assigned ideas to prioritize.

**Assignment:** Choose the top three ideas from each assigned category.

### **Groups/Categories:**

- **TRF** – Mike Curfman, Nicki Carlson, Stacey Hron, Paul Peterson, Stephen Nelson, Terry Wiseth
  - **Recruiting Activities Including Athletics**
  - **Academic Programming**
- **EGF #1** – Dennis Bona, Jodi Stauss-Stassen, Amanda Johnson, Deb Beland, Ben Hoffman, Chad Sperling (Room 292)
  - **Marketing/Advertising Promotion**

- **Student Engagement**
- **Student Support Services**
- **EGF #2** – Brian Huschle, Don Fischer, Mary Fontes, Tony Sorum, Kelly Jordet, Julie Fenning
  - **Academic Support Services**
  - **Intake Process**
  - **Financial Assistance**

Each group was unable to review each category. This process will continue at the next meeting.

**ACTION:** Julie will schedule a meeting after spring break.

**ACTION:** Julie will add Anton Bergee to the committee permanently.

**5. Adjournment 4:15 p.m.**