

Middle Tennessee State University Strategic Plan

Leadership Committee

February 26, 2024

9:30 a.m.

Cope Administration Building Room 207

Meeting Minutes

Roll Call

Committee Members Present: Jeff Gibson, Mary Hoffschwelle, Layne Bryant, Robyn Ridgley, Danielle Rochelle, Lisa Green, Trey Martindale, Racha El Kadiri, Jennifer Vannatta-Hall, Sam Zaza

Committee Members Absent: Joe Whitefield

Mission, Vision, and Purpose Statement Update

Dr. Hoffschwelle shared the most recent versions of the statements submitted by the Mission Review Subcommittee of the Planning Committee. The Executive and Governance Committee of the Board of Trustees will review the revised statements at their next meeting on Tuesday, February 27, 2024.

Update on SWOT Listening Session Results

Chair Gibson reported that the comments collected in the SWOT listening sessions have been coded, and Co-chair Bryant shared a handout detailing the emerging high-level themes. The raw data from the SWOT sessions is available in the Strategic Plan Leadership Team MS Teams files.

The next stage in the SWOT analysis will be a campus-wide survey asking respondents to share their perceived strengths, weaknesses, opportunities, threats, and strategies for addressing each. The survey will be open from February 27 through March 11, 2024. Committee members discussed ideas for encouraging survey participation, including posting the link and QR code on PipelineMT and D2L, engaging the division champions, and asking faculty to encourage students to submit their responses. Once the survey closes, Haylie will help with analysis to inform the next round of listening sessions.

Update on Strategic Plan Timeline

Chair Gibson noted that the Leadership Committee does not need to determine all potential strategies before the May 6, 2024, full committee retreat. The goal is to hear from all constituents about the issues they perceive as important in the spring. In the summer, chairs and co-chairs will work together to generate ideas based on the information collected so far. The committee will begin identifying the plan's primary goals and the potential strategies the institution will use to achieve them. A draft of the plan will be shared with stakeholders in the fall to receive their feedback.

Plan for the Next Round of Listening Sessions

Chair Gibson handed out the draft of the subsequent listening sessions with potential dates and stakeholder groups. Unlike the SWOT listening sessions, the format of the next sessions may vary based on the audience. Committee members discussed ideas for collecting potential questions, including a shared document where pillar chairs and co-chairs can add pillar-specific questions. Chair Gibson will add the draft to the Teams site so that members can also volunteer to attend listening sessions if needed.

Ideas for Engaging Students

Committee members discussed how to better connect with students. Ms. Rochelle offered to ask students for their recommendations for best engaging with them during the strategic plan process. Additional ideas for soliciting student feedback included distributing a questionnaire during Scholar's Week and graduation ceremonies in the spring and tabling at football tailgates, welcome week, and significant student events during the fall. Future surveys could also be posted via an announcement on My MT. Additional opportunities to hear from students will be the National Survey of Student Engagement (NSSE) and the Graduating Senior Survey (GSS), both of which will be conducted in Spring 2024. Data from previous GSS distributions is available on PowerBI.

Discussion of the Need for a Follow-up Survey

Chair Gibson asked whether a new survey should be aligned with the next round of listening sessions similar to the one designed for the SWOT sessions. Committee members decided to wait until the fall, given the SWOT survey will not close until mid-March and the NSSE and GSS will begin soon after.

Graduate Student Recruitment

The committee has received two recommendations for graduate students to serve on the Academic Quality and Student Success pillars. Chair Gibson invited the other pillar chairs and co-chairs to recruit students for their committees. The time commitment will primarily be Spring 2024 and Fall 2024; therefore, the student should be one who will be enrolled next academic year.

Pillar Updates

Engagement Pillar:

Dr. Zaza shared that their committee plans to send a form to constituents to find out information about the engagement opportunities that currently exist at MTSU, including the division, the person responsible, and any collaboration with other campus units. The respondents will also be asked to conduct a SWOT analysis of the engagement opportunity. Data will be collected in March, and Dr. Zaza and Mr. Whitefield will share the results at the meeting on March 26, 2024, of the Leadership Committee. They hope to create a centralized resource and calendar for engagement opportunities. The pillar committee plans to meet one additional time before the May 2024 retreat.

Academic Quality Pillar:

The committee will meet on March 13, 2024, to discuss the data from the SWOT sessions. Members will share their initial reactions to the results and generate ideas for the May 2024 retreat.

Student Success Pillar:

The committee will meet virtually on March 15, 2024, to discuss the themes from the SWOT listening sessions. To prepare for the May 2024 retreat, members may also engage with Dr. Rick Sluder, Vice Provost for Student Success, and academic advisors.

Innovation Pillar:

Green and Dr. Martindale will share the SWOT listening session results with members via email. They plan to discuss members' perceptions of MTSU's existing innovation initiatives and infrastructure before the May 2024 retreat.

Adjournment

The meeting was adjourned at 11:00 a.m.