

## Strategic Planning Committee

### Meeting 11-19-19

Present: Ian Williamson, Rebecca Moore, Tamlyn Crain, Eric Romero, Buddy Rivera, Patrick Wilson, Rod Rock, Inca Crespín, Angela Meron, Lee Allard

Should we push out survey link through social media channels like Facebook?

- The Higher Learning Commission would like to see institutions have more community engagement
  - We need to clarify what “engagement” means
  - We may need a rubric to define different levels and types of involvement
- One challenge with social media is that we have no real control over respondents
  - Targeted community involvement may provide cleaner results
  - However, there probably aren't a lot of community members who would take the survey on a rogue basis
  - We might get a low response rate if we are too restrictive in our distribution of the survey
  - A limited timeframe for the survey will reduce the likelihood of getting rogue responses
- We definitely want to encourage alumni participation
- We may want to target local K-12 schools since many teachers and administrators may have graduated from HU
  - This may also be a way to promote greater interaction with our schools
- The survey does ask about respondent background so we can disaggregate the survey results by respondent category
  - However, we cannot differentiate between community members with weaker and stronger ties to HU
- Motion to use social media as a dissemination method for survey; seconded; no further discussion; motion passed unanimously

General considerations in deploying survey:

- Possibly include paper hardcopy of the survey for some community groups
- We may need to focus on which stakeholders to target so we don't spread ourselves out too thin
- There may be an additional survey when we reach the level of developing specific objectives for the strategic plan
- We need to check with faculty leadership to make sure that we are working cooperatively with faculty for rolling out the survey
- We may want to encourage faculty to use survey in the classroom
  - Craig Conley has already done this with one of his classes

- Ian will develop a template to follow in presenting the survey to these various groups and organizations
  - This will help to improve consistency
- Lee will check with Shawn Flood to see how many survey respondents we currently have [145 as of today]
- There is no allocated budget for the Strategic Planning Committee but we can request funds from Dr. Minner
  - It might help to have food available when working with student groups

Following is a list of who will work with which groups and organizations:

- El Centro Health: Eric
- K-12 school personnel: Eric will work with Jim Abreu
- Executive Management Team / Board of Regents: Ian
- Faculty senate: Rebecca and Ian
- Luna Community College: Rebecca, Eric, and Inca
- United World College: Rebecca
- Staff Senate: Inca
- Student Senate: Tamlyn and Ian
- Student clubs and organizations: Tamlyn
- Farmington Center: Buddy
- Santa Fe Center: Robert Anaya and Patrick
- Albuquerque Center: Cristina Duran and Patrick
- Rio Rancho Center: Joseph Moreno, Patrick, and Rod
- Vince Howell and Sarah Harris: may be able to approach the Chamber of Commerce and other civic groups
- NMHU Foundation: Eric

Other possible groups to approach about taking the survey:

- Organizations with whom we have articulation agreements
- Employers of students / HU Career Services Office
- Public Safety Offices
- MainStreet Las Vegas
- Las Vegas Arts Council

Overall timeline [carried over from 11/5/19 minutes]:

- Survey will remain open through December 9
- Dialogue with stakeholders will take place through January 15
- Goals will be finalized by January 31

*Minutes respectfully submitted by Lee Allard*