SPARC Summer Retreat
July 12, 2010
8:30am
IRC 154-156
Meeting Summary

In Attendance:
  Dan Burcham
  David Eisler
  Fritz Erickson
  Don Green
  Rick Griffin
  Kim Hancock
  Doug Haneline
  Mike Hughes
  Leonard Johnson
  Michelle Johnston
  Jim Jones
  John Norton
  David Pilgrim
  Matt Pinter
  Miles Postema
  Kristen Salomonson
  Jerry Scoby
  Mischelle Stone
  Allen Sutherby
  John Urbanick
  Chris Westerkamp
  John Willey
  Helen Woodman
  Leroy Wright

Handouts:
  • Strategic Plan: Goals and Initiatives – Feedback from April 23 SPARC Meeting
  • Observations on Planning for 2010-2011 (from President’s Council)
  • President’s Council Report to the Strategic Planning and Resource Council – Progress on the Strategic Plan

Introduction:
  Chair Johnson welcomed members to the July planning retreat and shared the objectives for the day: setting the 2010-2011 agenda, hearing an update on the HLC report and recommendations, and review the goals and initiatives in the Strategic Plan with a focus on efforts for the coming year.

Topics for 2010-2011 meeting discussion:
  Members divided into groups to develop a list of potential discussion topics for the 2010-2011 meetings, and then gathered to explain and vote on themes. Chair Johnson will frame the agenda for next year’s meetings based on votes per subject (see attached list of topics):

  • Student success/retention
  • Facilities management
  • Online education, delivery, IT, etc.
  • New business models for Ferris
  • Review academic organization

  President Eisler thanked members for taking the day to discuss SPARC and planning. He distributed the list of expectations that he has developed with the Board of Trustees for his work during the upcoming academic year.

Break
**HLC Self-Study Update & Recommendations:**

The HLC Self-Study committee representatives Mike Cairns, Christine VonderHaar, Sandy Balkema and Robbie Teahen provided an update on the progress of the self-study report. Dr. VonderHaar introduced the purpose and reason for meeting with SPARC. Dr. Cairns distributed an overview and timeline of the reaccreditation process (attached). Dr. Balkema distributed and reviewed the most recent draft of a “Discussion Summary” of the Self-study report to the HLC for Spring 2011 (attached). HLC requires a lot of data/evidence that the general University community does not need; therefore, a Discussion Summary – not executive summary – has been prepared. The report is organized in three sections: About the University, the self-study results, and reflections.

Dr. VonderHaar reported that this is an accurate reflection of where we are and what we plan to do with the information. Much of the data is available on the Web site. The report reflects specific data, outcomes and goals, including the vast differences and improvements since the last self-study report. Links to detailed documents may be placed in the document; much more data is possible electronically than ever before. The next stage will start in August 2010 with University-wide communication. The full report in electronic format will be provided to the University community, who will be asked for feedback on the whole through focus groups.

Some SPARC members provided feedback on the summary document and then broke into group work on Criteria 1-5, focusing on:

- What do we still need to do to further demonstrate this attribute (your core component)? What needs improvement, what additional data do we need to collect? What data do we collect that we need to close “the loop”?
- In what way(s) will findings of the self-study process link to the SPARC planning processes (so what is learned becomes a part of the continuous improvement cycles?)
- How do we institutionalize assessment/evaluation across the institution post self-study?
  - Pre self-study: University Assessment Committee
  - Self-study: 5 Criterion Committees
  - Post self-study??

**Group Work Results:**

**Criterion 1:**
- 1st paragraph: Ferris has had many missions
- Hyperbole of consistency/distinction
- Noteworthy absence: other eligible benefits
- SPARC does not set direction, but provides advice to the President
- Academic Senate reports to Provost
- Shared governance – including BOT, 2nd and 3red tire adv bds and information
- Agree: evidence of support for mission

**Criterion 2:**
- Shocked and pleased at how much consistency there is between the 2 documents (HLC Self-study and Strategic Plan)
  - Examples: C2B = G1 I2; C2C= G1 I1; initiatives mirror what we are trying to do and saying that we are doing
- Q2: really like idea of post self-study; how to do that? Use SPARC
- Broader processes: ownership and accountability in moving forward and improving the University in all that we do; lack of ownership and feel that many of the processes are a chore; disconnect rather than seeing the benefit
- Lots of data support the claims; needs ways to manage and data and make it available.
- Is there a need for some oversight / communication of open processes? Will need to find a new pathway… no more AQUIP…this will be the last self-study process… we need a vehicle to do this. The future process will be different.
Criterion 3:
- Increased emphasis on learning
- What do students think?
- What do alumni think about what they learned?
- Accentuate support for use of technology – online learning environment, online tutoring, FLITE reference learning
- Emphasis on learning improvement – not just on HLC data
- Usefulness of data

Criterion 4:
- Acquisition
- Discovery
- Application of knowledge
- What are we going to do with all “this stuff”? 
- Role of SPARC in dealing with self-study and recommendations and data?
- Lack of consistency from 5-5 to 5-4
- Need to institutionalize and demonstrate process.

Criterion 5:
- Maintaining relationships locally and regionally
- Continue to have internships practicum exp…services an experiences that are more institutional
- Review ways to impact unique/specific area/populations (measuring engagement/service)
  - Job placement, satisfaction (predictions of success)
  - Connections/engagement outside of main campus – understanding needs and issues – delivery of services
- Institutional effectiveness
  - #s of internships/reflections of intern
  - New external efforts
  - Data rich university
  - Getting to data to analyze
- Student success
  - Online
  - Engagement/involvement
  - Develop whole student
  - What are students learning?
    - Soft skills? Connect to in=class
    - Experience to retain students
- Turning data into knowledge

Dr. Teahen summarized the next steps for the self-study process and received final questions and comments. By the first of December, there will likely be an end to changes in the report so that it can be finalized and published prior to the spring visit. A reflection document will be published later to include submissions after that date. Dr. VonderHaar invited SPARC members to facilitate the fall focus groups. In Spring, the committee will work to create energy prior to the visit. SPARC members were thanked for participating and offering suggestions. President Eisler thanked the committee for their special efforts preparing the report.

Lunch Break
Strategic Plan:
The members began review and discussion of initiatives by goal group of the Strategic Plan. The “President’s Council Report to the Strategic Planning and Resource Council for the July 12, 2010 Retreat – Progress on the Strategic Plan” was used as background for Plan progress.

Legend:
A = Important to do this year
B = Need to change
C = Done
D = Not going to do
E = We do this day-to-day
F = Add this to the list
G = Deferred or multi-year

Goal 1:
1 – E (grade B)
2 – A / E (grade B)
3 – A (grade B)
4 – G (grade C-)
5 – E (grade B+)
6 – A (grade D)
7 – A / B (grade C-)

[Does not need to change the initiative wording, but enhance the vision of multi-site and the process.]

Goal 2:
1 – A / E
2 – C (Student Affairs) / H (not enough information – other divisions)
3 – A
4 – A (Part 1 – review)
   G (Part 2 – creation)
5 – A (Part 1 – Strategic Plan for Online)
   G (Part 2 – Implementation)
   [Need to have sustained, difficult, collaborative, inclusive, sustained conversations about the philosophy, implementation, goals and consequences of online instruction.]
6 – I (Initiatives do not address spirit of goal – most are Advancement and Marketing)
7 – E
8 – Designate and place retention specialists

Goal 3:
1 – B – A / G - E
   Change: can’t do the initiative in the current economics of the state and nation
2 – A / G - E
3 – A
4 – C / E
   Discussion – move to G2 I6 – as example to sharing information
   Take under advisement
5 – A
6 – F Foundation Investments and Initiatives (think about, but not this year) -
Leverage funds to support Academic Incubator. Foundation directors to explore business models and ideas that would make money for the University – speculative and exploratory.

Goal 4:
1 – A (will be worked on over multi-year, but focus on this year)
2 – A (will be worked on over multi-year, but focus on this year)
3 – E
4 – C / E (done, but with ongoing elements)
5 – C / E (done, but with ongoing elements)
6 – A / G (move ahead this year if practical)
7 – A / G (move ahead this year if practical)
8 – A

Goal 5:
1 – A / E
2 – A / E
3 – E
4 – E
5 – A / E
6 – Post-negotiations debriefing??
   After a faculty contract is negotiated, what is needed?

Goal 6:
1 – G (ongoing and important, but resources need to be used elsewhere this year)
2 – A
3 – E
4 – A (improve processes prior to hiring spike from ERIs/retirements)
5 – A / G

Considerations/Comments:
- When a strategic initiative goes on, another goes off
- The University finds a way to utilize the HLC Report and response.
- Create useful information rather than capturing data (identify process to provide access at the user level).

Wrap-up:
SPARC accomplished the objectives for today: identified topics for the upcoming meetings; reviewed the Strategic Plan, and received an update on the HLC Self-Study Report. Chair Johnson thanked the members for their efforts.

M. Stone shared concern that SPARC does not have enough time to understand the issues and make meaningful progress. Chair Johnson commented that framing the nature of the discussion for meetings will be critical; he also stated that the implementation of the actual initiatives are implemented and completed outside SPARC. This Council is charged to monitor the Strategic Plan. An option to share information more widely would be to make the Web site more interactive.

Closing / Next meeting date:
September 14, 2010, IRC 156, 3:00-4:30pm

Adjourned 3:30pm
Submitted by Elaine R. Kamptner
SPaRC Summer Retreat – Topics for 2010-11 Meetings

1. Online learning (4)
2. Improve processes for transfer students, student success (3)
3. Improve processes for student registration (1)
4. Student success, including retention (5)
5. Cost of attendance; availability of need-based aid (0)
6. Academic Program Chg & Teaching Effectiveness (7)
7. Global opportunities, study abroad, and aid/resources to help students afford to participate (4)
8. Review academic org/structure (3 Deans) – (6)
9. Continue to develop the brand (0)
10. Grants – Expand # of and opportunities (2)
11. Academic Integrity, “creating the climate,” (faculty, staff, & students) – (2)
12. New Business Model for this Economic Environment (6)
13. Organizational Reach (State, National, Global) – (1)
14. Diversify Our Workforce (3)
15. Support for New Model for Online, for Global and the Tech Support for…(1)
16. Placeholder time for topics from BlueSky (2)
17. Nimble Procedural Changes, Processes, HLC and Accreditation in General (0)
18. Conversations to Expand and Strengthen (External) Partnerships – think of FSU as serving other constituents (0)
19. Assessment, who we are, data to prove our worth, data to improve (4)
20. Improve Based on our Collective Knowledge, w/o reinventing the wheel, eliminate duplication of efforts (1)
21. Some focus on what we should stop doing. (2)
22. Online Loading and Other Campus Ed and Mixed-Delivery, IT (14)
23. New Program Development & Outgoing ones (5)
24. The Doctorate (Ed.D)
25. Student Success (15)
26. Facilities Management, Master Plan Implementation, Occupancy Expectations, Rankin Timing, IT Infrastructure (17)
27. General Education (0)
28. Housing (3)
29. Student Engagement (8)
30. Faculty Engagement/Governance (0)
31. Examining the Changing Nature of Our Work & Our Relationships. The Institution, Faculty, Staff, & Students, Local & Remote Locations (Succession Planning) – (4)
SPaRC Summer Retreat – Topics for 2010-11 Meetings (rank-ordered, top vote-getters)

1. Facilities Management, Master Plan Implementation, Occupancy Expectations, Rankin Timing, IT Infrastructure (17)
2. Student Success (15 + 5)
3. Online Loading, Other Campus Ed and Mixed-Delivery, IT (14 + 4)
4. Student Engagement (8)
5. Academic Program Change & Teaching Effectiveness (7)
6. Review Academic Org/Structure, (3 Deans) - (6)
7. New Business for this Environment (6)
8. Global Opportunities, Study Abroad, & Resources to Help Students Afford to Participate (4)
9. Assessment, Who We Are, Data to Prove Our Worth, Data to Improve (4)