

**2010-2015 Strategic Planning SWOT Analysis Committee
Conference Call MINUTES
Tuesday, July 21, 2009
10:00 CDT**

In attendance: Vice Chancellor Paula Myrick Short, President Timothy Hall, President Warren Nichols, TTC Director Carol Puryear, David Wright, Jack Armisted, Meta Laabs, Stephanie Blaisdell, Jack Sanders, Ted Washington, Larry Burris, Karen Siska, George Malo, Odell Fearn, Ron Kesterton, Lisa Rogers, John Townsend, William Duncan, Donna Price, John Townsend, and Randy Schulte.

1. **Welcome and Introductions** – The conference call was formally initiated at 10:00 AM CDT by Dr. Paula Myrick Short who expressed her appreciation to everyone for their service on this important committee, that they were handpicked for their expertise, and that the work of this committee would make a significant contribution to the 2010–15 Strategic Planning process both at the Board level and the institution level.
2. **SWOT Analysis and Role of the SWOT Analysis Committee**
 - b. Dr. Short provided a background explaining that the Data Committee had met since last fall to identify data sources relevant to the Strategic Planning process. These data sources and reports, graphs, and charts derived from these sources have been compiled on a website (<http://sp.tbr.edu>) for the use by the SWOT Analysis Committee.
 - c. As deliverables, the SWOT committee will produce a combined document that addresses the relevant Strengths, Weaknesses, Opportunities and Threats as identified by the committee. This summary document will inform the Oversight Committee and will assist that committee in identifying priorities for the next cycle.
3. **2010-2015 Strategic Planning Timeline**
 - b. The Timeline was sent as an attachment via email prior to the conference call and was briefly reviewed by Dr. Short.
 - c. The target date for completion of work by the SWOT Analysis Committee is September 30, 2009
 - i. A face-to-face meeting will be held on August 11, 2009 beginning at 12:30 pm central time.
 - ii. Subsequent meetings will more than likely be via conference calls among sub-committees as well as the committee as a whole.
4. **Sources of Information**

George Malo discussed the various sources of information with the committee:

 - a. Institutional 2005-2010 Planning Website: <http://planning.tbr.edu> – This website provides information on the progress to date of the current strategic plan. Each institution provides input. A drop-down bar allows users to select from a list of

the TBR institutions contributing information to the website. It is provided as a reference resource to this committee.

- b. SWOT Website: <http://sp.tbr.edu>
 - i. This website is intended for the active, functional use of the SWOT Analysis Committee. Input to the website was requested and committee members should e-mail or call George Malo at george.malo@tbr.edu (615-366-444) with suggestions or data needed.
 - ii. Behind each of the graphs on the homepage are charts with more in-depth data.
 - iii. This website will be enriched with additional data and reports throughout the SWOT analysis process and especially targeted to the needs of the sub-groups that will be formalized at the August 11th meeting.
 - c. Other Sources – Committee members were asked to provide suggestions for other data sources. Both SREB and IPEDS were cited. Workforce development and TTC data will also be added.
5. **Discussion of Data Needs** – A period of questions and discussion ensued that included these key points:
- b. Communication – Dr. Short emphasized the interactive, collaborative nature of this committee’s work and invited all committee members to email her or Dr. Malo with suggestions and ideas prior to the August 11th meeting.
 - c. Additional background – It was asked if a SWOT analysis was done during the 2005-10 strategic planning process. Such a process was not followed; however, there were a series of Vision papers developed that provided guidance for that strategic plan’s development.
 - d. This cycle’s plan is positioned as an outcome-based model. In response to a question about whether this included learning outcomes, the response by Dr. Short was most definitely and cited the General Education assessment process as well as data on licensure, accreditation, major field tests, etc. as resources to this end.
 - e. Regarding a question about data on such things as graduation rates versus cost per students, sources including the Delta Project as well as the Access to Success program (for grad rates) were cited.
 - f. Additional suggestions for comparative data on the UT system, peers, student persistence and pipeline characteristics were noted and will be addressed.
6. **Next Steps**
- b. Committee members were encouraged to submit further ideas and suggestions to Dr. Short and/or Dr. Malo.
 - c. The timetable for the August 11, 2009 meeting was discussed. It will begin at noon that day for lunch followed by an action agenda, which will be developed and sent to all committee members.

Adjournment – there being no further business, the call ended at 10:50 AM CDT.