

**Tennessee Board of Regents
Office of Academic Affairs**

2010-2015 Strategic Planning SWOT Analysis Committee

Minutes of the Conference Call

Tuesday, September 15, 2009 - 11:00 AM CDT/ 12:00 PM EDT

In attendance: President Timothy Hall, President Warren Nichols, Carol Puryear, David Wright, Jack Armistead, Rosie Bingham, Jack Sanders, Ted Washington, Larry Burris, Karen Siska, George Malo, Greg Schutz, Odell Fearn, Ron Kesterson, Lisa Rogers, William Duncan, Donna Price, Robbie Melton, Chris Tingle, Randy Schulte.

1. The conference call began at 11 AM CST with a roll call of participants by George Malo. Meeting participants were welcomed by Randy Schulte on behalf of Dr. Paula Myrick Short.
2. It was noted that the Minutes from the September 4, 2009 conference call had not yet been forwarded to the committee, but would be forthcoming.
3. The purposes of this conference call were delineated as such:
 - a. Discuss titles of each Focal Area and recommend changes if needed
 - b. Discuss themes and recommend changes to theme description, additional themes, merging of themes, etc.
 - c. Suggest additional SWOT's for each theme
4. The document entitled *SWOTAnalysisReport1stRevision 9-10-09*, which had been sent to the Committee on September 11th, provided the basis for discussion. This revision of the Committee's work to date represented inputs provided by Committee members during the conference call of September 4, 2009 as well as a suggested set of themes for each of the four focal area subgroups (Affordability, Enrollment/Persistence, External Influences, and Quality).
5. Following a discussion of each of the four original Focal Areas, the following changes were suggested:
 - a. Regarding Focal Area titles:
 - i. Enrollment & Persistence renamed "Access & Student Success"
 - ii. Institution Quality remains the same
 - iii. Affordability renamed "Affordability, Awareness, & Aspiration"
 - iv. External Influence renamed "Environmental Conditions"

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- b. New theme of Scholarly and Creative Activity (Institution Quality)
 - c. Faculty Quality renamed Faculty and Staff Quality (Institution Quality)
 - d. Workforce Dynamics merged with Economic Leadership (Institution Quality)
 - e. Non-state funding renamed Resourcefulness (Affordability, Awareness & Aspiration)
 - f. Leadership and Governance sections merged (Environmental Conditions)
6. Schulte then explained that the Analysis document would be revised to show these changes. This revision would provide the basis for the next review of the report, which is scheduled to be sent for review on Tuesday, September 22, 2009.
7. The next conference call is scheduled for Tuesday, September 30, 2009 at 11:00 AM CST.
8. Meeting adjourned at 12:05 PM CST.