

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

2010-2015 Strategic Planning SWOT Analysis Committee

Minutes of the Conference Call

Friday, September 4, 2009, 9:00 AM CDT/ 10:00 AM EDT

In attendance: Regent Agenia Clark, President Timothy Hall, President Warren Nichols, 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, John Townsend, Robbie Melton, Chris Tingle, Randy Schulte.

1. The conference call began at 9 AM CST with a roll call of participants. Meeting participants were welcomed by Randy Schulte on behalf of Dr. Paula Myrick Short.
2. Minutes from the August 11, 2009 meeting held at the TBR were reviewed with no amendments.
3. The Calendar of Activities for the month of September for the Committee, which had been emailed on August 21, 2009, was then reviewed.
4. The document entitled *SWOT Committee Findings Table* was then reviewed. This document represents the compilation of inputs by each of the four focal area subgroups (Affordability, Enrollment/Persistence, External Influences, and Quality) for the purpose of clarifying those inputs and adding additional inputs that should be considered in the SWOT Analysis.

Discussion ensued following this format:

- a. Review of **Strengths** across all four Focal Areas
- b. Review of **Weaknesses** across all four Focal Areas
- c. Review of **Opportunities** across all four Focal Areas
- d. Review of **Threats** across all four Focal Areas

[NOTE: Inputs from this discussion were collected by TBR staff members and consolidated in the document entitled SWOTAnalysisReport1stRev, which was sent to Committee members on September 9, 2009.]

5. Schulte then explained the process for developing **themes** for each separate Focal Group area. These were discussed by the Committee. Prospective themes would be included in the upcoming revision of the report, which is scheduled to be sent for review on Thursday, September 10, 2009.

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6. Discussion of the best time of day for the next conference call followed. The Committee decided that this call would be held on Tuesday, September 15, 2009 at 11:00 AM CST.
7. Meeting adjourned at 10:00 AM CST