

COBA STRATEGIC PLANNING RETREAT

Friday, June 11, 2010

Present: Roger Abshire, Leroy Ashorn, Doug Berg, Ed Blackburne, Gloria Buchanan, Don Freeman, Bala Maniam, Philip Morris, Mitchell Muehsam, and Valerie Muehsam.

Guest: Joseph Kavanaugh

1. Presentation by Dr. Kavanaugh – Denison Organizational Culture. Dr. Kavanaugh gave a presentation on the Denison Organizational Culture. He would like COBA to fund training on this assessment tool. The chairs agreed that the college should not fund the training but the department could so.
2. Strategic Plan.
 - a. Review SMAC Document. The SMAC document was emailed to each team member. Each of the team members were asked to review the SMAC document before the retreat. There was discussion about the document.
 - b. Development of Final Document. The team members decided that they would come up with an Action Plan using the SMAC document as a foundation. The Leadership Team suggested actions that were placed in one of four categories: Academic, Faculty Standards, Funding, and Student Initiatives. Timelines were established as to when the initiatives would begin. Additionally, fund sources were identified. The Dean will email the Action Plan to each of the team members. He asked them to rank each item as A (high priority, make it happen, B (Important but not urgent), or C (Wish list, can wait). The Action Plan will be presented to the faculty in the Fall.
3. Revision of the College's Faculty Evaluation System. The current College's FES was emailed to the each team member for review. Each chair was asked to bring a document describing the impact of their department's ICs. Several areas of concern relating to the current FES were aired. The recently completed merit process documented that the current process does not adequately identified differences in performance. Nearly every faculty member achieved the maximum score in FES 4 and a vast majority achieved the maximum score in FES 3. Furthermore, the last AACSB review team recommended that the college take action to move from promoting quantity in ICs to quality. The current FES does not reward quality over quantity. Finally, AACSB has recently requested colleges to measure the impact of ICs.
 - a. Develop a draft version (by end of summer). The four chairs will meet to develop recommendations as to how to improve the FES policy. Next week the chairs will meet to develop an outline of what they want to accomplish and corresponding timelines. They plan to have a draft of the revised FES policy by the end of July.
 - b. Committee composition for faculty committee. A committee comprised of faculty and the chairs will develop final recommendations. The committee will be established in the fall semester.

- c. Deadlines. The committee will submit their recommendations by November 1 with the goal of having the revised Faculty Evaluation System finalized by the end of the fall semester.
4. Budget.
 - a. Application to Strategic Plan. The budget needs to be tied the ABC's of the Action Plan developed during the retreat.
 - b. Travel. Handouts were distributed detailing the number of trips and cost per faculty. Currently there will be no changes to travel reimbursement levels. It is anticipated that a greater emphasis on impact of ICs will affect travel requests.
 - c. Distance Learning Fees. COBA should generate an additional \$50,000 in revenue from new online courses offered in the upcoming year. This will help offset budget cuts and decreased University Center funds.
 - d. Lecturer Salaries. The chairs will meet next week to look at FES information for Lecturers and other temporary faculty to determine possible merit increases.
 - e. Hall of Honor. There will not be a Hall of Honor ceremony this coming year.
5. AACSB Maintenance. Dr. Berg, Dr. Green, and Dr. Ashorn have been working on a draft of the fifth-year maintenance report. Ron Shiffler, Chair of the Accreditation Team, will visit SHSU on June 24th and June 25th to help COBA prepare for reaffirmation. Everyone needs to be available on June 25th. Topics to be discussed will include AQ/PQ, AoL, strategic planning and resources.
6. Miscellaneous.
 - a. COBA Policies. Will discuss at next meeting.
 - b. Fund Raising. COBA has two sponsors for receptions in Houston and Dallas.
 - c. Staff Meeting. Dean Muehsam will schedule a meeting with COBA staff.