Welcome – Jim Rimpau and Waded Cruzado

Discussion of objectives

Why create a strategic plan?
Create a virtuous cycle.
Mechanism to help decide between good ideas.

Review and discussion of grouped objectives.

- Some can be combined
- Some are execution or how we do business
- We do a lot of these things and we do them well?
  o What do we do next?

Create a long term connection to budgeting.

- Where the $ flow
- Aspirational but keep the budget in focus

Access should be included as a strategic priority.

Should some of the items be crown jewel projects?

- It is good to have more broad items as it promotes creativity in ways of getting to the goal
- Setting higher targets – makes them lofty and aspiring

Student perspective/expectations:
- Importance of technology
  o Students today are more technologically savvy.
- Access to older generation (faculty/staff/upper classman)
  o They are looking for mentors
- Students are looking for someone who looks beyond the classroom.
- They suggest the creation of an MSU social networking site. (not portal)
  o Younger generation is all about self-customizing

The committee engaged in an exercise where they were asked “What would the headline be in the future that shows we have arrived?” They included 3-4 highlights of the ‘article’. See summary document

Campus involvement in the early stages of the Strategic plan.

- Let them engage early in the process and react.
- Headline/SWOT
- Students
  o Why are you here?
  o Why did you choose MSU?
- Ideas need to be reflected back to them in an online record
  o What are our deliverables?
- Bring index cards to capture those ideas.
- Assign teams of two to go to campus groups.

Circulate to group for review:

  Scripts/talking points
  What are we doing with these data?

Next SPC meeting: 3:00 – 5:00 PM Thursday, November 3, 2011 (Animal Bioscience Room 138)