

ESU Policy Strategic Plan 2014-2017  
Student Centered Focus Task Force Committee  
September 19, 2013  
Reibman Boardroom

Summary

Attendance: Joe Akob, Basir Ali, Justin Amann, Timothy Connolly, John Elwood, Darlene Farris-Labar, Shannon Frystak, Efa King, John Leiser, Kelly McKenzie, Leslie Raser, Gerard Rozea, Rhonda Sutton

1. Task Force Committee:

- Committee members introduced themselves and identified the area they represent.
- In addition to co-chairing the Student Centered Focus Task Force Committee, Shannon Frystak and Justin Amann are also members of the Strategic Planning Steering Committee. The Committee met during the summer months and held mock discussion to test out the goals suggested by Dr. Welsh. The four topics are:
  - Student Centered Focus
  - Culture of Innovation & Entrepreneurship
  - Teaching & Learning Into the Future
  - Community Connections
- Task Force members were selected by the Steering Committee, not Dr. Welsh.
- The process of strategic planning is to make it transparent, have community involvement, and have collective discussions. All ideas are open. After strategies, comes implementation. Task Force Committee's job is to stay with strategies. Define the goal of the Task Force (group objectives). Test goals to prove they will be successful.

2. Timeline:

- Reviewed the "Plan Template" and "A Framework for Discussion"
- Meeting one to discuss the "plan" and the proposed timeline. The next meeting will be scheduled on October 2 or 3, Michelle Keiper will contact members to get everyone's availability.
- Final report of strategies to accomplish will be submitted to the steering committee in mid-December.
- Final Strategic Plan completed by January, 2014, with implementation in Spring, 2014.
  - It is iterative and ambitious
  - Some strategies may be defined, cut back, depending on budget
  - Every year the Strategic Plan will be revisited
- Computing Center is creating a web page so ESU community can contribute.
- Poster Sessions will be available. A room will be set aside in every college so individuals can contribute to questions posted on poster sheets. They will be collected and brought back to the steering committee.
- Social Media is being considered as a means of involvement. Boxes will be placed on campus for people to place comments and suggestions for steering committee and task forces.
- Public Forums will be held.

3. Suggested Areas of Focus/Ideas:

- What is a Liberal Arts Education? What are employers looking for today.
- Commuter Students – need to be more engaged.
- Graduate students/late night classes – offices and services need to be more accessible, ie Enrollment Services, Food Court, Library 24/7
- Increase motivation in freshmen between Orientation and Welcome Week. Make Welcome Week more exciting
- Create a “Community of Learners” by offering space for discussions/debate about important topics. Student’s w/students, faculty w/students.
- Increase communications/connectivity between departments. Faculty does not seem to know what goes on outside of department, which is not helpful to students.

4. Follow-Up:

- Shannon asked each committee member to answer the first two questions on the “Framework for Discussion” and e-mail answers to her by Friday, September 27, 2013. Copy answers to Michelle Keiper.
  - *Question 1:* What does ESU want to look like in this area in three years and why? Clearly define the aspiration the task force is exploring and why it is important to ESU’s future.
  - *Question 2:* How would we know if we were success in accomplishing this goal? Each person writes down five sentences that describe the results, if this aspiration is achieved.