

Humboldt State University  
Strategic Plan Steering Committee Minutes  
**Tuesday, November 4, 2014, 3:00-4:00 pm, Nelson Hall East 106**

Co-chair Noah Zerbe called the meeting to order at 3:05 pm.

**Members Present:**

Alderson, Bruce, Dinges, Eschker, Mola, Moyer, Rossbacher, Shaeffer, Zerbe, Zorn

**Members Absent:** None

**Guests:** Peg Blake, Juan Cervantes, Mary Glenn, Scott Paynton, Hari Singh, Kris Patzlaff, Steve Tillinghast, Rick Zechman

**Minutes:**

Minutes of the October 21, 2014 meeting were distributed and approved for posting on the Strategic Plan website with the following amendment: Under task force membership, fifth paragraph, replace "Jerry Dinges" with "Steve St. Onge" as representation from Enrollment Management and Student Affairs. There were no objections and minutes were approved as amended.

**Task Force Updates & Questions:**

All task forces have met at least once.

Coordination in Consultation Process: There was discussion about the need to coordinate amongst the task forces and the steering committee so all the groups aren't scheduling meetings with the same people. Rossbacher said that every task force is interested in historic data, but we want to make good use of resources and not ask people to present the same information over and over again. Paynton stated that a great deal can be achieved through electronic feedback, through questionnaires, presentations, etc.

Resource Requests: There is a request for funding to bring an external facilitator for open forums. President Rossbacher approved the funding and asked if the same facilitator should be used for all forums. Names of facilitators and other resource requests should be emailed to Zerbe and to Kay Libolt in the president's office.

Detail of Minutes: Zechman asked about the level of detail necessary for task force meeting minutes that will be posted on the Strategic Plan website. Zerbe and Rossbacher would like to see a general discussion of topics with appropriate detail and transparency.

Scheduling & Topics for Open Forums:

Zerbe stated that the steering committee should ideally hold its first open forum by the end of November. He will send a Doodle poll to all steering committee and task force members for their availability the week of November 17. The open forum will be two hours in length and will be open to the entire campus community -- faculty, staff and students. Rossbacher said that the steering committee will host an open forum for local community members at a later date. The Task Force on Ensuring Resources to Fulfill the University's Mission has scheduled their first campus-wide open forum for December 3, 2014, at 3:30 pm in the Native Forum.

Dinges suggested that comment cards could be made available at the open forums. Zerbe stated that comment cards will be available and that those who can't attend will have opportunity for input through the strategic plan website. Major questions for which we want specific feedback will be provided. Mola

asked what the ideal forum would look like and what we are hoping to get from the process. Zerbe replied that we want to keep the first open forum “big picture” and referred to a survey used by CSUSB as an example of the types of questions that will be asked. Rossbacher would like to have some focused discussion for the first forum. Dinzes noted that holding the open forum the week before Thanksgiving will affect the ability of students to participate. Zerbe recognized that it will be a busy week for everyone on campus, but stated that it needs to be done the week of November 17 or it won’t happen before winter break.

Zerbe will talk to ITS about using the same format that the Cabinet for Change used on their website for public comment. Eschker suggested using clickers for the open forums so all voices can be heard, not just the more vocal individuals. Moyer stated that we must strategically plan how to attract more people to attend the forums. She suggested that something as simple as publicizing the questions beforehand might result in higher attendance. Zerbe will schedule a time with a smaller group of committee members to write possible forum questions. Mola asked if there is an expectation that the steering committee and task force members will attend the forums. Zerbe said that he recognizes that not all members can attend, but as many as possible should participate. His preference is to have a professional facilitator. He noted that we are steering the process but we don’t want to presuppose the outcome of the process. Committee members will sit in audience. Patzlaff requested that questions be revised to be more student-oriented and framed in a positive manner. Tillinghast asked how the open forums will be documented. Zerbe stated that minutes will be taken, that some facilitators make good use of flip charts, the website will be used, and trends captured. We don’t want the feedback to be lost. We hope to emulate what the Cabinet for Institutional Change did. Bruce recommended using the Yik Yak app which is an anonymous GPS based phone app that can be voted up or down and has a 1.5 mile radius.

Zechman mentioned that the Task Force on Ensuring Resources to Fulfill the University’s Mission discussed the option of having two open forums for the community and two for campus. That may cause forum fatigue, so perhaps they should just hold one forum for each group. Zerbe indicated that we want to make sure that people are aware of the website and have multiple opportunities for input. Rossbacher stated that the key is how we can use technology to generate ideas and get feedback. Dinzes said it is crucial to make sure that the feedback received is made available. There was further discussion about task forces reaching out to specific and focused areas. Zerbe again requested that the Task Forces communicate which groups they are reaching out to for a degree of coordination. Glenn remarked that the community focus is different and there will be overlap. Moyer suggested having just one big open forum for the community and that possibility was discussed. Rossbacher indicated that it will be decided later, once we have more campus feedback and know where the plan is headed.

**Outreach:**

Data: Dr. Lisa Castellino’s 2014 Enrollment Report is on the Strategic Plan website. Dr. Castellino is the Director of Institutional Research & Planning. She will present her report at the next steering committee meeting on December 2, 2014. Task force chairs and members are invited to attend.

**Website Review:**

Moyer requested that a link to the Strategic Plan website be added to the A-Z index on HSU’s home page under “S.” Zerbe indicated that the website can now be accessed through a button on HSU’s home page and is also at the top of the list when searched. Additionally, the 2004-2009 Strategic Plan online now has a link directing to the new website. Mola requested adding a link to the updated IRP dashboard.

**Request for Member Bios:**

All co-chairs and members of task forces should send their 2-4 sentence bios for the strategic plan website to Kay Libolt. Rossbacher indicated that the motivation for including bios is for strengthening community, getting to know each other, letting people understand our broad representation, our backgrounds, perspectives and experience. This will strengthen our process. Bios are due by Monday, November 10, 2014, at 5:00 pm.

**Steering Committee & Task Force Members:**

The steering committee and task force membership list is almost complete. We are waiting for confirmation from individuals that they are willing to serve before publicizing their names. If there is anyone else we should be collectively reaching out to at this time, notify Zerbe.

**Definition of Terms:**

Dinzes provided a Definition of Terms handout based on the Arcata General Plan/Coastal Plan documents. (See Attachment 1).

**Miscellaneous Feedback:**

Recommendations were made for open forum facilitators.

The steering committee meetings will be a good place to keep everyone informed, but more communication will be necessary. Zerbe will include task force updates on future agendas. The Task Force on Supporting an Inclusive and Diverse Community set up a Moodle site for the members. Minutes and agendas will be uploaded on strategic plan website. Singh inquired if there is or will be a shared folder for all committee members to access. Zerbe indicated that we can set up a Google folder or drop box to share. There may need to be a shared folder for members and one for community.

Zechman asked if strategic plan surveys will require IRB approval. Provost Zorn will address that with Lisa Castellino and will ask her to coordinate the surveys. Rossbacher explained that this will ensure that the structure of the questions will give us what we are looking for and also cover IRB requirements. Task Force co-chairs were asked to hold off on making inquiries to the IRB directly. The steering committee and task forces should give Lisa Castellino their survey questions. She can coordinate multiple surveys into one survey as needed.

Dinzes expressed concern that the last plan had so many goals that it couldn't all be achieved and asked how specific this plan will be. Rossbacher said that we want an overall strategic document and that the real implementation process comes later with the plan from each division/department. We want to answer what the future of this university looks like, how we want to be able to describe it, and what makes it different.

**Next Meeting:**

The next meeting of the Strategic Plan Steering Committee will be on December 2, 2014, at 3:00-4:00 pm in Nelson Hall East 106. Task force co-chairs and members are invited to attend.

Meeting adjourned at 4:00 pm.