



**The University of North Alabama  
2024-2029 Strategic Plan Steering Committee  
Minutes of the July 19, 2023 Meeting  
11:00AM – 12:00PM  
Collier Library 250**

The UNA Strategic Plan Steering Committee met at 11:00am on Wed, July 19, 2023 in the Collier Library Classroom 250. The following members were present: Cheryl Price, Melissa Defoor, Julie Taylor, Erin Gillespie, Ning Wang, Brian Ford, Jason Watson, Brian Dempsey, Lauren Killen, Minnette Ellis and Janae Lyde. Jessica Stovall and Laura Williams, co-chairs, presided.

**I. Call to Order**

Dr. Jessica Stovall called the meeting to order. She thanked the committee for getting a large number of constituent groups completed in June - July.

**II. Approval of Agenda**

Laura Williams asked if announcements could be made before constituent group reports. Motion to approve with addition of announcements by Jason Watson. Seconded by Janae Lyde. Approved by all members present.

**III. Approval of June 22, 2023 Meeting Minutes**

Minutes approved by acclimation

**IV. Announcements**

Laura Williams asked committee members to complete Doodle polls for the next two meetings if they had not already done so. L. Williams will also send out an email after this meeting reminding those who are not present to complete these polls. She stated that more information would be discussed concerning these future meetings after constituent group reports.

**V. Constituent Group Reports**

Committee members who performed the SWOT analysis or Future Timeline design for each constituent group gave a summary of their findings to the committee, including a discussion of main themes and any anecdotal findings. The following constituent groups were completed since the June 22, 2023 meeting:



1. Enrollment Management – Julie Taylor and Minnette Ellis
2. Facilities – Maintenance and Administration Staff, Grounds – Ravi Gollapalli and Laura Williams
3. Facilities – Custodial Shifts 1 and 2 – Minnette Ellis
4. Facilities – Custodial Shift 3 – Laura Williams
5. Executive Council – Jessica Stovall and Laura Williams
6. Information Technology Services – Brian Dempsey and Melissa Defoor
7. Library – Brian Ford and Julie Taylor
8. Athletics Group 2 – Janae Lyde and Julie Taylor
9. Advancement – Barbie Terry and Julie Taylor
10. Alumni Board – Janae Lyde and Melissa Defoor

## VI. **Next Steps**

J. Stovall and L. Williams reviewed the remaining Strategic Plan timeline with the steering committee. J. Stovall reported that the committee is nearing the end of data collection. L. Williams reported there are four groups that remain to be scheduled (CASE, COEHS, Kilby, and the local legislative meeting). The deadline for all data collection will be September 15. J. Stovall reported that the August Steering Committee meeting will be the last meeting that only summarizes the findings from constituent groups. J. Stovall encouraged the committee to continue uploading the SWOT raw data and constituent summaries into Teams. She praised the committee for their excellent work in uploading their data and summaries quickly.

Prior to the September meeting, J. Stovall and L. Williams will utilize qualitative software to develop the emerging themes from our comprehensive data collection. As the committee continues to follow the process, the next meeting will be in September and will be a “Sense Making Meeting” (two hours) where the committee discusses emerging themes, and begins writing concept papers for the themes. Concept papers will be group assignments.

The concept papers will be completed by October 6, and committee members will review each concept paper on their own time prior to the next meeting. The Goals and Vision Conference will be a four-hour meeting that will take place on October 16 or 17. L. Williams reported that a doodle poll will be sent out after the August and September meeting dates are finalized. J. Stovall reported that the goals will be due on October 31. There will be a second Goals and Vision conference in early November, where the draft plan will be finalized. The draft plan will then be placed on the agenda for approval from the Board of Trustees at their December meeting.



## Summary of Strategic Plan Timeline

<u>Activity</u>	<u>Date</u>
Last regular constituent data meeting	Week of August 21- 25
Last date for data to be collected and uploaded into Teams	September 15
Making Sense of the Issues Meeting	Week of September 18-22
Concept Papers Due	October 6
Goals and Vision Conference 1	October 16 or 17
Goals and Vision Conference 2	Week of November 6 - 10
Strategic Plan Draft submitted for inclusion on BOT agenda	November (before Thanksgiving)
Board of Trustees Meeting	December 15, 2023

### VII. **Survey**

Dr. Williams reported that the Qualtrics survey is being sent as a follow-up survey after each data gathering exercise to capture data from those who may have missed the face-to-face exercise, or wished to add additional comments. The survey is optional and anonymous.

### VIII. **Website**

Dr. Stovall reported that the [website](#) is updated and that all constituent group summaries will be posted, along with Steering Committee meeting minutes. Anyone may access the website, and there is also a request for contact form on the site that will be sent to Dr. Williams and Dr. Stovall if anyone has questions or comments.

### IX. **Adjournment**

The meeting adjourned at 11:45am.