



**The University of North Alabama  
2024-2029 Strategic Plan Steering Committee  
Minutes of the June 22, 2023 Meeting  
10:00AM – 11:00AM  
Collier Library 250**

The UNA Strategic Plan Steering Committee met at 10:00am on Thursday, June 22, 2023 in the Collier Library Classroom 250. The following members were present: Catherine White, Amber Fite-Morgan, Joel Anderson, Minnette Ellis, Jean Ann Helm-Allen, Lauren Killen, Melissa Defoor, Cheryl Price, Brian Ford, Amber Sandvig, and Ravi Gollapalli. Dr. Jessica Stovall and Dr. 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.

**II. Approval of Agenda**

Motion to approve by Jean Ann Helm-Allen. Seconded by Lauren Killen. Approved by all members present.

**III. Approval of May 18, 2023 Meeting Minutes**

Minutes approved by acclimation

**IV. Constituent Group Reports**

Committee members who performed the SWOT analysis for each constituent group gave a summary of their findings to the committee, including a discussion of main themes and any anecdotal findings. The results from the following constituent groups were presented as follows:

1. Student Affairs – VPSA office, DSS, Conduct, Title IX, UCOEM – Minnette Ellis
2. Corporate and Philanthropic Partners/MOU – Joel Anderson
3. Graduate and Online Education – Laura Williams
4. Business Services and Human Resources – Laura Williams
5. Board of Trustees – Jessica Stovall
6. Athletics Group 1 – Amber Fite-Morgan
7. Student Affairs – Counseling, Health Services, Case Mgmt. – Brian Ford



8. Student Affairs – University Police and Transportation – Laura Williams
9. Council of Academic Deans – Jessica Stovall

V. **Concerns**

Minnette Ellis reported on her experience with a constituent group that she surveyed on June 21, 2023. The raw data revealed some concerning comments regarding race and gender, and it was indicated that others in the constituent group agreed with these comments. L. Williams reported that this will be relayed to the appropriate supervisors

VI. **Data Collection**

Dr. 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.

VII. **Constituent Group Scheduling**

Dr. Williams reported on the constituent groups that remain to be scheduled. These are the four colleges, Kilby school, Faculty Senate, the alumni and community groups, and the local legislative delegations/city governments. She reported that she has been working with the President's office to schedule the legislative and city government groups. That will likely occur in August and will take place here on campus with lunch provided. She also reported that the Office of Advancement is assisting her in identifying the community and alumni groups. The colleges, Faculty Senate, and Kilby School will be scheduled for early fall semester.

VIII. **Survey**

Dr. Williams reported that the Qualtrics survey is being sent as a follow-up survey after the SWOT analysis 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.

IX. **Website**

Dr. Stovall reported that the [website](#) is up 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.



X. **Adjournment**

The meeting adjourned at 10:45am.