



**Strategic Planning Council  
Minutes  
Thursday, February 6, 2014  
3:50 p.m. – MLRC – Library Room 107/108**

***In attendance:***

Maria Alzugaray  
Paul Anderson  
Dr. Mary Lou Araneo  
Dr. Philip Christensen  
Frances Dearing  
Dr. Marc Fellenz  
Dr. James Keane  
Myung-Chul Kim  
Ted Koukounas  
Dr. Dorothy Laffin  
Nina Leonhardt

Elisa Mancuso  
Dr. Carla Mazzarelli  
Toni-Anne Nhotsoubanh  
Dr. June Ohrngerger  
Dr. Jeffrey Pedersen  
Dr. Lanette Raymond  
Gary Ris  
Raymond Roses  
Dr. Christopher Shults  
George Tvelia  
Dr. Helen Wittmann

Frances Dearing asked the membership if there were any corrections or additions to the minutes of the December 13, 2014 Strategic Planning Council meeting; there being none, the minutes were approved.

The following presentations were made:

- **Implementing the Strategic Plan at Suffolk County Community College – Examining the College’s Central Operational Plan** - Dr. Christopher Shultz
- **First Quarter Operational Planning Progress Report** – Mary Lou Araneo
- **Academic Assessment Website** – Dr. Dorothy Laffin
- **Middle States Monitoring Report Update** – Dr. Jeffrey Pedersen
- **External Review (AES Units) link to Strategic Plan** – Frances Dearing and Nina Leonhardt

Frances Dearing turned the meeting to Ted Koukounas referring to the SPC Charge

Ted Koukounas:

- Spoke about the Institutional Goals (IG) sub-group committees and asked if anyone was interested in joining the committee
- Reviewed the intent of the committee
- Referred to the development of an IG sub-group that spoke about volunteers taking the Charges from President McKay
- Spoke about Dr. Pederson being the liaison who worked on aligning the Charge showing what the group should be doing as a sub-group.
- Indicated that Dr. McKay and Dr. Pedersen will review the recommendations or comments made by the committee. This will be how the group will operate as a council.
- Thanked Dr. Pedersen for working on the Charge

Frances Dearing:

- Moved up agenda to the Operational Plan Components - Using Institutional Goal IG5 – Communications, presented by Mary Lou Araneo and Chris Shults
- IG 5 provides an explanation

Dr. Christopher Shults:

- Presented Annual Operational Plan
- Explained that the core of the Council's Charge is why we have an Strategic Planning Council
- Spoke about the College wide Operational Plan and how we got to that point, what role the council plays in making progress toward achieving our Measureable Institutional Objectives (MIOs) and therefore our Strategic Plan.
- Indicated that JPAC is parallel to the College Operational Plan which is anchored in our MIOs.
- Revealed how the document as being anchored to our Measurable Institutional Objectives which is how we operationalize into the Strategic Plan
- Showed templates requiring the identification of each specific activity and plans, who supports the plans and who in turn will work with the executives
- Indicated that the Operational Plan is about prioritization – what the College wants to communicate into the Middle States Report and what critical activities are needed for us to move forward and make progress.
- Confirmed that there are 2-3 months to develop cross communication to discuss the Operational Plan.
- Is currently working on the Operational Plan detailed time frame with a full list of guideline basics; quarterly reports going to the President, a detailed time line of exactly what the SPC goals are and how the College community is brought into the process and how it plays into the budget process.
- Strongly stressed that the Operational Plan is about tracking progress and Improvement, not success

- Discussed that the Operational Plan reflects a linear approach; anchoring and aligning the activities to the proper area of assessment and determining the planning process
- Indicated that the Strategic Plan has broad strategies; action plans to achieve the MIOs working with the executives to support the plans.
- Explained that Unit Plans are action plans using data to make decisions to improve student learning
- Explained about goals and achieving measureable objectives which are parallel to the Operational Plan document.

Dr. Mary Lou Araneo:

- Spoke of the Department of Institutional Advancement being one department with two AES Units – Institutional Advancement and Grants Development
- Indicated that there is a clear connection between the Institutional Goal (IG 4) and Institutional Goals (IG 5) which brought the Operational Plan together.
- Explained the two main Institutional Goals (MIOs 5-1 and 5-2) - Internal Communication and External Communication
- Pointed out that the Department of Institutional Advancement supports the College by providing leadership, expertise and support for activities and initiatives in the areas of grants development, marketing, branding, public affairs, publications and communications.

Dr. Christopher Shults:

- Suggested to choose the activity and prioritize what the area is already working on. This saves work in planning and helps Institutional Effectiveness' assessment.

Dr. Mary Lou Araneo:

- Suggested to focus on streamlining goals and outcomes using the Strategic Plan as an endpoint.
- Indicated that the purpose of the Strategic Plan is to develop individual Mission Statement MIOs that relate back to Internal and External Communications

- Specified the following:
  - Unit Goal 1 - Informs the College community of all activities and initiatives pertinent to the institution's mission
  - Unit Goal 1 Outcome - The Office of Institutional Advancement will create and deliver communications for internal audiences. Internal communication will include College Briefs, Town Hall meetings, and campus presentations.
  - Unit Goal 2 – Develop transparent and effective external communications to raise public awareness of the College and its accomplishments: promote the value the College brings to its many communities; continue to enhance visibility – locally, statewide and nationally/internationally.
  - Unit Goal 2 Outcome - Maintain media/branding presence with appropriate stakeholders. External Communication – Outreach to media by pitching stories, developing press releases, and enhancing coverage with national, statewide and local appeal. Build upon College's social media presence.
  - Unit Goal 3 - Effectively grow and manage the College's grant funds.
  - Unit Goal 3 Outcomes - Improves student success and engagement at the College through the goals outlined in the Title III grant proposal. Ensure all grant awards demonstrate alignment with the College's Strategic Plan.
- Pointed out that there are Unit activities cross the IGs and indicated that other offices have placed some of their activities within the communications section of the Operational Plan (this is a good thing).
  - Units within the College rely on other units within the College
  - Within the goal of communications, more than one office is responsible for the whole IG
- Stated that Gary Ris and staff are currently working on the College Portal
- Suggested to design your approach starting with the endpoint, then work your way backwards
- Asked if there were any questions
- Indicated that a copy of the presentation was available.

Frances Dearing:

- Thanked Mary Lou Araneo

Dr. Christopher Shults:

- Pointed out that he completed the Quarterly Report template, indicating that the template is Important for individuals involved in the accreditation process for Standard 7.7.

Frances Dearing:

- Thanked Dr. Shults and introduced Dr. Jeffrey Pedersen and Dr. Dee Laffin

Dr. Dee Laffin:

- Demonstrated that the Home Page includes an Academic Website and AES Assessment Website
- Indicated that the Joint Planning and Assessment Council (JPAC) is an important connection between assessment and planning which all leads to budgeting and resource allocation.
- Suggested to use budget and resources and prioritize
- Confirmed that the Academic Assessment Website will be open to the public when completed
- Displayed that the Website includes tools and templates for public viewing, for example Program Outcomes, stating that there will be no secrets.
- Explained the importance of Consistency/Transparency
  - Indicated that the Website will include all programs of study that are currently in the catalog and will be available to the public.
- Stated that Sofia Papadimitriou and Rosemary Ennis are working on bringing the Activity Assessment information to the Suffolk County Community College website
- Demonstrated that the programs listed on the website will give mission and program learning outcomes.
- Demonstrated how the click- on Program Learning Outcomes will then go to the answered Upon Success Completion Graduates section; explaining that it is the annual plan for academic assessment for the next five years.
- Demonstrated clicking on the Assessment Document then following along to Curriculum Map which is password connected.

Dr. Jeffrey Pedersen:

- Middle States wants the Curriculum Map available to students when the site is completed.

Dr. Dee Laffin:

- Dr. Laffin, Maria DeLongoria, Ted Koukounas and Tina Goode will review more than 60 assessment reports. When reviewed by the committee (represented by the faculty, administration, and governance) they will then post the 2013 Assessment Report.

Dr. Jeffrey Pedersen:

- Explained that the website will let others learn how to assess outcomes by looking at models to see if it was successful.

Dr. Dee Laffin:

- Stated that sharing of rubrics will help others in learning how to improve their own rubrics.
- Indicated that there will be 72 programs which will have 10-12 options for each program and that 90% of the programs have been or are near completion.
- Asked if there were any questions
- Stated that the Middle States Report will determine a certain percent that will meet or exceed the desired requirements. No CRNs, no campus designations, no faculty (part time/full time). All categories have been removed because the purpose of the report is not to evaluate teachers or make decisions on campuses.
- TracDat is where the data is stored. Data will be available to view for comparison.

Dr. Jeffrey Pedersen:

- Everything on the web will be available in TracDat. For example, if you look at program review and review is 4-years out, all data can be pulled out for review.

Dr. Chris Shults:

- Pointed out another important feature of TracDat especially for the Academic Program. The program develops a rubric created electronically that is stored in TracDat. Assignments sent to faculty need to receive the data straight from TracDat. The process entails the data entered electronically in an email, it comes back through TracDat and analyzed and then a report is sent.

Dr. Mary Lou Araneo:

- Asked, as years go by and we have changes are we trying to keep ahead of it or are we using the historical data?

Dr. Jeffrey Pedersen:

- Indicated that the website will have temporary files and TracDat will have historical data accessible to all.

Dr. Dee Laffin:

- TracDat will hold meeting minutes, data for assessment, bibliographies, and references which can be shared between departments throughout the college.

Dr. Jeffrey Pedersen:

- Stated the importance of TracDat. Dr. [Debra] Klinman has repeatedly spoken about the importance on how to get information out so it is transparent and getting everyone involved. We are going to have close to a high 90s percentage of programs at the College going into assessment. Great changes are happening in preparation for Middle States.

Dr. Dee Laffin:

- Complimented the Eastern Campus Interior Design AAS Program who worked very hard on producing their documents and their beautifully created Curriculum Map.

Frances Dearing:

- Complimented Dr. Pedersen and Dr. Laffin on their wonderful presentations. She passed around sign-up sheets subcommittee volunteers. Ted, Frances and Dr. Pedersen collaborated on the three subcommittees. The sub-committees focus on IG 1 - Student Success, IG 5 - Communications and IG6 – Diversity. Advisors from the OPIE Office; Dr. Lanette Raymond, Dr. Catherine Wynne and Kathy Massimo will advise the committee members on evaluating the Operational Plan for the IG areas, on rubrics, categories, criteria, etc. The committees have approximately 6 weeks to collaborate with the AAC as they work on the assessment portion of the Operational Plan. We team up with the AAC in time for achievement for the JPAC meeting in May.

Ted Koukounas:

- Spoke about the sub committees; IG 1 – Student Success being lengthy and not to do the entire IG but select certain MIOs. The assessment process begins in the academic programs. Not every goal or outcome is assessed, so don't be overly stressed when seeing the IG 1 involving many MIOs and components.
- Thanked Dr. Araneo and Dr. Shults for sharing with the committee members.
- Stated that the administration and educational support unit reviews, and the Strategic Plan is behind all of the assessment, the mission and the Strategic Plan whether on the academic side or the administration side.

Frances Dearing:

- Asked Nina Leonhardt to share the role the Strategic Plan played in her evaluation and documentation of Continuing Education for the AES Unit Review which was very successful.

Nina Leonhardt:

- Spoke about always attaching and anchoring what they do to the Strategic Plan document and the Institutional Objectives. The first group that completed the process found it not too difficult when using the Strategic Plan document to guide what they do especially in Continuing Education.
- Indicated when working with Grants, the Strategic Plan helps guide them with fitting the Grants into the College Mission/Institutional Goal areas.
- Said looking at the annual review piece and completing that first and then completing the Operational Plan aided them in seeing where they were which made the process quite easy.
- Stated that Dr. Mary Lou Araneo constructed the narrative for the External Reviewers.
- Indicated that the Continuing Education staff felt validated by the entire process of the External Review. They felt full support by having the opportunity to read, reflect, and resubmit and that the External Reviewers provided that validation.
- Concluded that all are better for the experience.

Frances Dearing:

- Spoke about the External Review as being one of the signature pieces she wanted to bring to Suffolk County Community College.
- Wanted to bring the External Review piece for the AES assessment resulting in a “win-win” situation.

Nina Leonhardt:

- Stated that External evaluators come in with “fresh eyes” and measuring.
- Said that you can’t fail assessment, you learn from assessment

Frances Dearing:

- Will share the minutes of the External Reviewers Report with Nina Leonhardt and the Department of Continuing Education.
- Shared the External Reviewers Guidelines with Dr. Mazzarelli.
- Reviewed the following first guideline for the External Reviewers Report
  - Mission, Goals and Strategic Plan - Describes how the unit’s mission and goals support Suffolk County Community College’s Mission and the Strategic Plan (Institutional Objectives).



- Asked if there was any new business
- Suggested to the committee to please sign up for a sub-committee.
- Looking forward to meeting with the committee at the next Strategic Planning Council Meeting on April 6, 2014.

The meeting adjourned at 4:50 p.m.