

**Strategic Planning Steering Committee**  
**Friday, April 10, 2015**  
**Meeting Minutes**

**Present:** JoAn Anderson, John Bethscheider, Jeff Cernoch, Wendy Del Bello, Stacey Ebert, James Langley, Tammy Giffrow, Sara Mangat, Jessica Murphy, Drew Nelson, Anna Oskerson, Dwight Rhodes, Patrick Sanger

**Also Present:** Nicki Harrington and Mary Ann Bazile, CBT Consultants

**Absent:** John Matula

**Recorder:** Marylu Parvis

Co-chair Mangat began the meeting with the first question, “*Why does the college exist?*”

Responses from the committee:

1. To offer comprehensive educational programs
2. Education is a cultural universal – meets basic need for human knowledge
3. Provides retraining for people in workforce
4. Sets a career path in life
5. Affordable higher education opportunities
6. Provides a second chance for those who have not succeeded
7. Enhances human capital in community
8. Provides a first step for those not ready for university
9. Provides cultural center and education resource for those not pursuing a degree
10. Provides specific training for quick entry into workforce
11. To teach
12. To learn

Co-chair Del Bello asked if there were any corrections to the minutes from the last meeting.

- Note one change: Time for Wednesday, May 6, meeting will be 12 noon to 3 p.m. (with lunch). The committee will meet over the summer. Del Bello will suggest some dates.
- Website development is moving along and will be rolled out next week,

Harrington said they received 294 responses to the emailed employee survey (modified SWOT process. Bazile compiled the responses into categories “as written.”

Directions to committee: Divide into three tables to pull out themes from the responses.

1. Strengths – Harrington and Bazile
2. Improvements – Table 1
3. Opportunities – Table 2

#### 4. Threats – Table 3

Each table had 30 minutes to read the responses decide on the major themes. Then the groups will switch twice and add any additional major themes to the list.

#### **Review Mission and Vision Statements**

Everyone was asked to review ACC's current Mission Statement and Vision Statement. It was noted that the list of Strengths mirrors the Mission Statement, except for "innovative." The consultants noted that components that are often used for an organization's mission statement include who we are, what we do, for whom, why, and where. The mission statement comes first, and then the goals should be put in line with it.

The Vision Statement was reviewed, and it was recommended to take "community college" out of the second line and replace it with "institution of higher education". Someone suggested removing "state of Texas." and replacing it with "in the nation".

It was suggested that the group redefine "premier" in order to allow to continue to pursue improvement. A participant added that everyone should agree on the definition of the words in the Mission Statement – referring to "innovative." Suggestions on different phrasing of the Vision Statement included variations of, "ACC should be an institution of first choice."

Finally, the committee was asked to evaluate this meeting. It received mixed reviews – most were good, but a few indicated room for improvement.

The next meeting will be Wednesday, May 6, from 12 – 3 p.m. The goal is to have the College Breakthrough Strategies (Goals) shaped so in the summer the committee can begin work on institutional objectives to meet the goals. In the fall, the institutional objectives will be finalized, and accountable persons, measures, and timelines will be established.