

Reviewed, edited and approved minutes from 8/23/12 retreat.

Jill introduced Ron Machoian, ACE Fellow in the President's Office. Ron is available as a resource to any of the committees for best/common practices as well as other research in higher education.

I. Resources to provide the other four committees

1. The Steering Committee will develop talking points for members of the committee to use during information sessions. Talking points will also be used during outreach-listening sessions conducted by the other four committees. Talking points to be ready for disbursement by the September 5th meeting with the other committee chairs. Ideas generated include:
 - Year Two in the process
 - Three themes emerged out of Year One
 - Why we plan (resource allocation and direct the campaign), plus in order to nurture and elevate our core strengths the college must change
 - Define language and example of the "goals" level in the process
 - Timeline, including the trustees
2. The Steering Committee will provide readings, books and other sources on strategic planning to the other committees, along with tips on running effective meetings. These resources will be provided during the September 5th meeting the President has with the chairs.

II. Constituency/Outreach Groups

The discussed the overwhelming list of proposed groups to reach out to during the strategic planning process and worked on a new way of thinking about the outreach process. The outcome is a constituency rubric that is divided into three categories. Below is the recommended approach for outreach.

1. Informational Outreach – Goals are (1) providing information to all constituents in order to explain the planning process and avenues for involvement and (2) identifying interest and expertise for additional engagement.
 - Not specific to any of the other committees, therefore the Steering Committee will organize and lead (at least two SC members present) these meetings and ask that at least one representative from each other committees be present.
 - Identified Informational Meetings:
 - ALL – Listening Document, Fall Conference, Strategic Planning Website
 - FACULTY – Faculty Forum, Block 1 Faculty meeting and Divisional meetings for faculty (SOSC, NASC, HUMN, ID following Block 1 faculty meeting) as well as retired faculty.

- COLORADO SPRINGS COMMUNITY – One large event w/ some type of entertainment (representatives from identified groups as well as Business & Community Alliance members, add'l work done to ensure turnout).
- STUDENTS - One large Student Forum and residence hall meetings
- STAFF - Block 1 *In The Loop* and three follow-up meetings at different times of day (given different work schedules). Invite retired staff to the follow-up meetings. Possibly hold meetings by divisions.
- ALUMNI & PARENTS – Electronic & Print w/ Alumni Magazine and Web Input, Homecoming Town Hall as well as specific follow-up questions as goals start to unfold. Hold follow-up meetings with the 13 cities visited during the Year of Listening.

All Informational Outreach (except a few alumni and parents) done by the end of Block 2.

2. Outreach to Key Actors – Goal is engaging those whose work is **key** to implementing the plan (includes faculty, senior administrators, key donors, trustees, foundations, key community leaders, others). Engagement in process is more likely to result in engagement in implementation.
 - Not specific to any committee. Therefore, the Steering Committee will identify the key actors and ensure engagement. Committee members/chairs will be asked to help with this outreach as the list is developed. Much of this will outreach happen naturally through #3 below. Steering Committee will monitor and identify gaps.
3. Outreach for Expertise/Interested – Goal is to engage those individuals and groups who have the key expertise to get the right ideas as well as cautions (great new ideas as well as what might not work).
 - This is the majority of the other committees' outreach. The "experts" and "interested" are identified by committee members (as was done at the retreat) as well as surfaced through Informational Outreach and Outreach to Key Actors.
 - This outreach is likely to be committee specific and, therefore, will have targeted questions, designed by each committee (may be different for different groups/people).

III. Communications Plan

Continue use of the word cloud to remain consistent with the year one Listening document. Document all outreach and post activity to the website. Utilize the large Informational Outreach meetings to share the process with the largest audiences and avenues for involvement.

Next Steps

- Organize the outreach list by the new rubric: Informational Outreach, Key Actors and Experts.
- Been organizing/scheduling the large Informational Outreach meetings.
- Develop Talking Points for Informational Outreach meetings and committee chairs.
- Steering Committee to let Lyrae Williams know:
 - a. Information Outreach meetings you want to participate in.
 - b. Suggested Key Actors
 - c. Any resources on running effective meetings.