

**Minutes**  
**Strategic Planning Council**  
**October 28, 2016**  
**11:00am-12:00pm**  
**AB 1070**

Attendees	Expected Absences
Agarwal, Anupam	Buckley, Anne
Austin, Suzanne	Dilworth, Paulette
Barnes, Bradley	Hattaway, Ginger
Bolton, Allen	Randall, David
Carpenter, Josh	
Carter, Josh	
Colunga-Medina, Fernando	
Duncan, Jack	
Gross, Alecia	
Jones, John	
Kendrick, Haley	
Nugent, Kathy	
Palazzo, Bob	

11:07am Jack Duncan opened the meeting

**OLD BUSINESS**

**Additional Members to Join Strategic Planning Council**

- Per last meeting, invitations to submit names of potential representatives from the UAB National Alumni Society, UAB Athletics Department, and UAB Faculty Senate were sent. **Raymond Thompson** (President of the UAB National Alumni Society) and **Derita Ratcliffe** (Sr. Associate Athletics Director) were nominated and accepted the invitation to join the council.
- The Faculty Senate submitted three nominees to serve as additional faculty representatives to the council. The council will review biographical information from these nominees before making a decision. Decision to be made at 11/11/16 meeting.

**NEW BUSINESS**

**SWOT Analysis Review & Discussion**

- Smaller subcommittee reviewed and compiled answers to the SWOT Analysis survey that had been sent out previously.
- DRAFT SWOT Analysis was shared with the council.
- Council members who had not yet responded were encouraged to respond over the weekend.
- Discussion about other SWOT-related feedback ensued.

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**Strategic Planning Website**

- Council reviewed DRAFT website. All agreed that the layout was conducive to sharing our process. Solicited further comments over the weekend.
- Council agreed that, in our commitment to transparency and open communications, council minutes and other pertinent materials discussed would be shared on website.

**Questions for Web Input & Listening Sessions**

A list of potential questions to be used in soliciting input from the campus community was shared. Council requested more time to digest these questions. An email was sent to council members requesting them to individually submit their 3 preferred questions by email. To be decided at 11/11/16 meeting.

**Other Items**

- **Our Particular Challenge:** Need to get creative about where we're headed. We are more than just the AMC. Need to get past what we think about UAB right now and look into the future of our university. New Leadership at UAB - time to change the game.
- **½ Day Retreat:** The topic of inviting an outside, objective strategic planning content expert to Birmingham to facilitate a ½ day retreat was discussed. All agreed. Objective and outside opinions were viewed as a logical next step in our planning process.
- **Confidentiality and Engaging Respondents during Input Phase**
  - Faculty and student vulnerability feeling is high.
  - Must respect anonymity and confidentiality.
  - Must also balance anonymity and confidentiality with data analysis feasibility.
  - Council agreed that our first priority in terms of seeking input is to our internal UAB community, and once a draft plan is developed, then it will be incumbent upon UAB to engage the external community for input.
  - It is best practice to engage different audiences at different times throughout the process of strategic planning.