



## Strategic Planning Council Minutes

May 4, 2018

12:00-1:00pm

AB 1070

### CALL TO ORDER

### OLD BUSINESS

#### Metrics

Provost Benoit presented an initial draft of the proposed Dashboard using the Education Mission Pillar as an example. The Council indicated their enthusiasm regarding the design and format of the initial draft and the discussion moved to a series of questions regarding the actual circulation of the Dashboard. Some of the important considerations raised included the following:

- When will it be appropriate to begin circulating the Dashboard beyond the Council?
- What should be the frequency of the updates to the Dashboard?
  - At least annually,
  - Some members thought quarterly would be appropriate,
  - It was noted that frequency was important because it would show the dynamism of the progress toward goals accomplishment.

It was noted that some Dashboard items might require more structured and consistent interval updates for the sake of accuracy (e.g. retention data might need to be Fall to Spring and Fall to Fall).

There were some additional ideas that raised by various members of the Council. These include.

- Time interval for the plan and goals. It was agreed that the appropriate interval should be a rolling five year period (e.g. as year six approached the original year 1 would be dropped). More likely an updated strategic plan would be underway or in place.
- The Dashboard provided for an extremely user friendly way of “digging deeper into the data” with the simple click of various icons. It was suggested that under the informational icon additional information such as reasons for measuring each particular goal and some basic information on the measurements used in actually collecting and presenting the data be provided.

Much of the remainder of the meeting was spent allowing Council members to discuss ideas they had about data breakdown and related issues. These issues included:

- Breakdown by gender.
- Breakdown by true freshman vs. transfer (it was noted that this information is not tracked nationally and would not meet the requirements for our data inclusion).
- Socio-economic status.
- Enrollment by:
  - 1<sup>st</sup> generation (it was pointed out that this is self-reported data with questionable accuracy),
  - Declaration of major,



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- Online vs. In class.

Additional comments included the potential need for goal on graduation rates (six-year graduation rate already included on draft Dashboard), some definition of what constitutes a “high impact practice” and a caution that we should keep in mind that *Forging the Future* is closely integrated with other UAB plans including the Communication Plan, the Campus Master Plan, the Diversity and Inclusion Strategic Plan, etc.

**Go Blazers!**

<b>Council Members</b>	<b>Expected Absences</b>
Agarwal, Anupam	Bolton, Allen
Austin, Suzanne	
Barnes, Bradley	
Brown, Christopher	
Buckley, Anne	
Carlson, Dan	
Carter, Josh	
Dilworth, Paulette	
Duncan, Jack	
Gross, Alecia	
Hattaway, Ginger	
Jones, John	
Nugent, Kathy	
Palazzo, Bob	
Thompson, Raymond	