

CES Strategic Planning Initiative
Steering Committee Meeting
May 28, 2008 & May 29, 2008

Location:

Lodge at Cedar Creek
805 Creske Ave
Rothschild, WI 54474
Toll Free: 888-365-6343
For map and lodging info:
<http://www.lodgeatcedarcreek.com/>

Agenda – May 28 (9 a.m. – 5 p.m.):

9 a.m. - Check-in

Review Vision Design Process

10 a.m. - Vision Design Team Meeting

4 p.m. – Debrief

6 p.m. – Dinner

Agenda – May 29 (8 a.m. – Noon):

Review minutes from April Meeting

Announcements/Updates

Review theme white papers

Strategy Development Summit

Review potential framework(s) for consolidating/managing the issues

Plan upcoming meetings

“We see things not as they are, but as we are.”

H.M. Tomlinson

UW-Extension Cooperative Extension Strategic Planning
SPSC Meeting Minutes
May 29, 2008

In Attendance: Carl Duley, Annie Jones, Larry Jones, Dale Mohr, Marma McIntee, Rebecca Power, Denise Retzleff

To do items:

- Volunteers for each vision statement will send revisions to Annie
- Volunteers/authors for each strategic issue white paper will incorporate comments from CEAC, make revisions for consistency, and send to Annie
- Volunteers will make contacts for the Strategy Development Summit
- Annie will contact Rick Klemme, ask him to contact Mark O'Connell as potential participant and also brief on Strategy Development Summit
- Annie and Larry will work on Strategy Development process

Draft vision statements:

- Group agreed that issue white paper authors and/or volunteers would review draft vision statements and possibly revise to insure that each was providing a compelling vision for change and set a course of direction for strategy development summit participants
- There was discussion about whether or not there should be a stand-alone Wisconsin Idea vision statement or if it should be the same as the broad institutional vision statement
 - o The group decided that there should be a stand-alone WI Idea vision statement and that we would revisit the five (including Kelly Haverkamp's) broad institutional vision statements following the strategy development summit
 - Need to add Kelly's vision statement to the compilation of drafts: "A University of Wisconsin supported statewide scholarly network with a presence in all 72 counties, CE partners with Wisconsin's residents and communities to apply evidence-based, unbiased research in addressing challenges and opportunities"

Issue framework:

- Given our discussion around the placement and importance of the Wisconsin Idea as a core strategic issue (and whether it should be an overarching theme as well as an issue within the "defining our niche" sub-category, the group made the following adjustments to the framework (aka Larry chart)
 - o Our overarching theme will be "Defining our Niche: The Wisconsin Idea"
 - o "Transformational Education" will move from the overarching theme and replace "Defining our Niche" as a sub-category. Transformational Education will include "Scholarship of Community Engagement" and "Diversity"

Issue white papers:

- The group agreed that the quality and consistency of white papers was important for several reasons:
 - o As a basis for acquainting strategy development summit participants with the Situation Analysis data that was collected
 - o The papers will be included in final report for the situation analysis and will be used to demonstrate, “where we are now,” “where we want to be,” and compelling reasons for change
 - o Therefore issue white paper authors and/or volunteers will revise the white papers for:
 - stylistic/thematic consistency
 - incorporate recommended SPSC edits (noted on white paper drafts)
 - consideration for comments/reactions from CEAC (see 6/3/08 email from John Preissing)
 - addition of vision statement drafts

Strategy Development Summit:

- We discussed:
 - o Our attendance list and brainstormed further possibilities (see Strategy Summit Invitation List 7)
 - o Introductory materials for participants
 - Will be sent to participants two weeks prior to summit
 - Group facilitators will follow up by email or phone call to see if people have questions and to remind them to read the issue white papers prior to the summit
 - Materials will include:
 - Timeline
 - Whitepapers
 - Draft vision statements
 - Values design team summary (brief version, not full report)
 - Expectations (included in email):
 - o Purpose and charge: Brainstorm and draft potential strategies to help CE move from “where we are now” to “where we’d like to be” – their purpose will be to help us determine “how we will get there”
 - o They are not responsible for implementation planning, but we’d welcome suggestions and input about timeline, order prioritization, and potential resources
 - o We’d like them to help us define broad outcomes
 - o Rick Klemme’s role
 - Welcome and introduction
 - Motivation
 - Define need, outcomes, expectations
 - Participate in groups throughout the day
 - o Introduction items
 - Overview of purpose for the day
 - Overview of the process timeline-where are we in the timeline
 - Introduction by Rick
 - Review of Situation Analysis, data collection and formation of the Issue Themes
 - Review of themes and brief discussion of inter-relationship of themes

- Overview of process
 - Ground rules
- Process (see working agenda)
- Facilitator roles – facilitation v. participation (make easy, guide, encourage everyone’s voice, synthesize, practice active listening, help find “the center,” help get the group unstuck, provide background information – rather than making active contributions or practicing influence)
- Group facilitators
 - WI Idea: Larry
 - Scholarship: Denise
 - Diversity: Linda
 - Internal Relationships: Rick
 - Partnerships: Steve
 - Technology: Marma
 - Marketing: Art/Dale
 - Organizational Structure and Flexibility: Carl
 - Life-work Balance: Lisa
 - Resource Engine: Rebecca

Planning for Upcoming Meetings: Wait until phone conference

- Need to include strategy development/planning with SPSC
- Whose Idea
- Evaluation
- When to position Vision Design Team meeting

Upcoming Meetings:

- June 11 Wisline: 9 a.m. to 11 a.m. – planning for strategy development summit
- July 1 SPSC from 8 a.m. to 9 a.m. and from 4 p.m. to 5 p.m. (Strategy Development Summit from 9 a.m. to 4 p.m.)
- July 2: 8 a.m. to 2 p.m. – Rothschild
- August 4: 10 a.m. to 3 p.m. – Wausau (SPSC strategic plan development)
- August 27: CEAC strategy progress report (volunteers needed)