

CES Strategic Planning Initiative
Steering Committee Meeting
5 October 06
10 a.m. to 3 p.m.

Location:

Hancock Agricultural Research Station
N3909 County Rd V
Hancock, WI 54943
715/249-5961

WisLine Dial-In Info:

Toll Free Number: 800-462-1257
Passcode: 2225#

“First say to yourself what you would be; and then do what you have to do.” ~ Epictetus

Agenda:

Check-in

Updates from last time:

- Existing resources: Data and documents
- Communication efforts
 - Website and E-mail blast
 - Dean's updates: monthly newsletter and WisLines (next date Nov. 6)
 - Communication's committee?
- Planning scope

Team values:

“Oh, the comfort - the inexpressible comfort of feeling *safe* with a person - having neither to weigh thoughts nor measure words, but pouring them all right out, just as they are, chaff and grain together; certain that a faithful hand will take and sift them, keep what is worth keeping, and then with the breath of kindness blow the rest away.” ~ Dinah Craik, *A Life for a Life*, 1859

Break for lunch and set dates for upcoming meetings

Operating procedures

Team purpose and vision

Process purpose and vision

Form follows function: Process design principles

Establish agenda for the next meeting

“Whatever is at the center of our life will be the source of our security, guidance, wisdom, and power.”
~ Stephen Covey



**Strategic Planning Committee Meeting
Hancock Research Station
October 5, 2006**

Minutes

Present: John Preissing, Carl Duley, Steve Deller, Annie Jones, Denise Retzleff, Larry Jones, Rick Mills, Linda Bruce, Dale Mohr, Rebecca Power, Lisa Brennan.

Absent: Marma McIntee, Kimberly Porter.

Updates from previous meeting:

Existing resources: Data and Documents – Annie Jones followed up with Heather Boyd, Program Development & Evaluation Specialist, and asked that the database be put on hold until the committee has a clearer purpose.

Communication Efforts

Email Blast and Website Discussion – Annie Jones met with Mary Lucas, CE Technology Services, about creating a website for the Strategic Planning Committee. Mary said that this will be very simple to do. Annie discussed with the committee the idea of communicating using an email blast. The email would be similar to the UW Colleges/UW-Extension Chancellor's Communiqué. The email would include links to information and have graphics.

Communications Committee: Annie Jones asked the committee if we should extend the communications group to others beyond the committee. Annie suggested that the Communications Committee include contacts from the Responsibility Based Culture, Community Partner Advisory Group, Transformational Education, Multicultural Awareness, etc. The committee agreed that this was a good idea. Annie suggested that the title of the newsletter be "Whose Idea is it anyway?" Annie asked the committee for feedback on the ideas of having an email blast or newsletter. Committee concurred that both were good ideas.

The committee agreed that communications should be targeted at an internal audience but could be shared with others if appropriate. A question was asked what the connection is between the communications to the strategic planning efforts. Annie said that this is one way to identify what people are passionate about. This could also be viewed as an inspirational and informational piece. We should have general reminders of what is important. Communications should be interactive so people can give feedback -- two-way communication.

Email blast –

- Updates from Strategic Planning Committee
- Whose Idea –
 - o Morrill & Luther –John Preissing will write first paragraph
 - o Links to JOE article
- What is the Engaged University, what is the Wisconsin Idea?
- Interactive questions
 - o Link to message bulletin board
- Promoting Conversation
 - o Response to feedback (need to monitor feedback)
 - o Could be free flowing conversational feedback or may be requesting specific targeted feedback
- Blast should be password protected for Coop only
- Purpose of the blast is to get conversation started
- What is the purpose or value of this email blast (Retlaff)? Open channel of communication and where we are going. Way of sharing specific timelines. Keep as an open and transparent process. Want people to be able to react to what we are doing.
- What is the timeline of the blast? On an as needed basis. Deller suggests that we initially send emails more frequently and then trail off until there is an issue. Duley – Suggested that we send communications after each meeting.
- Message board should be checked by all committee members and could be responded by all. Suggested that the message board be printed out before each meeting for discussion.
- Keep message board as anonymous posting. No names.

What do we want on the website? What kinds of documents do we want?

- Committee members
- Minutes from meeting (need to be approved prior to posting)
- Agendas
- Timeline
- Links to CPAG, etc.
- Repository of data (links)
- Links to research papers and other resources
- Link to past email blasts
- Team purpose, vision, values

Dean's Updates

Next Dean's audioconference is scheduled for November 6. **Action:** Annie will be online for the Nov. 6 audioconference to give a committee report update.

Annie asked the committee if we should we share information via audioconference? Committee agreed but on an as needed basis. Committee member reporting should be someone who is comfortable sharing the information. Other committee members would be willing to report when needed. Annie should be the person who reports on behalf of the committee.

Committee agreed that how we communicate is important. One suggestion was to revise the monthly wislines. Maybe we do them in some other way. How is this affecting our organization? How do you feel about other mechanisms of communication?

Annie asked the committee for feedback on whether we need a formal communications committee? Committee agreed that we should wait and evaluate at a later date.

What is the Planning Scope?

Arlen responded by saying that we can't afford to be doing this every couple of years. It has to last a while but needs constant revision. The timeline will evolve. Talking about an institutional direction for the future. Don't think of it as a 3 or 5 year plan but broader, and should be built with implementations and with a definite timeline. Major changes will need a timeline for implementation.

Lifeline activity

Committee shared personal life events.

From the lifeline activity, the committee discussed what values could also be team values.

Team values:

- Openness
- Risk taking
- Challenging status quo
- Continuing to learn
- Respect for diverse perspectives
- Utility
- Career not a job
- Accountability
- Doing the right thing
- Honesty
- Non-judgmental
- Getting this thing done (committed)
- Measure twice, cut once
- Active listening
- Participation
- Discerning not disparaging
- Not take each other or ourselves too seriously
- Be as stupid as we want

Operating Procedures

Ways of working together:

- Autonomy – trust one another to do something – not micromanaging or second-guessing
- Clear expectations
- Ownership of thoughts

- If you say you will going to do something, do it
- Majority rules, but capture dissent – consensus model – is there a third alternative
- Agreement of how we decide

Team Purpose and Vision

- plan for and ensure implementation. How can we make sure implementation occurs?
 - o Be strategic about leverage and influence. People/groups thinking
 - minimize turf wars
- broad range, grassroots, support
- clarify authority – who makes final approval of plan? (Dean or Faculty Governance?)
- who are our key stakeholders (audience)—analysis and involvement internal/external (think about end users)
- help people move beyond the status quo, turf battles, program areas, districts.

Save Process Purpose and Vision discussion for October 19 meeting.

Future Meetings

Next meeting: October 19, Hancock Research Station

Agenda Items for Oct 19:

- Team purpose
- Purpose itself
- Design and implementation. Creating a timeline.

Wisline web for winter meetings. 1 hr ½ for dates listed below.

- November 10th – 10:00 – 11:30am – Madison group will meet together
- November 30th – 10:00 – 11:30am
- December 8th – 1:00 – 2:30pm
- December 19th – 1:00 – 2:30pm
- January 25th – 10:00 – 11:30am

Spring/Summer: Two-day meeting at the Kemp Experiment Station (suggested by Steve Deller)