

CES Strategic Planning Initiative  
Steering Committee Meeting  
December 6-7, 2007

December 6 - 9 a.m. - 5 p.m.  
December 7 - 8:30 a.m. - 2:30 p.m.  
Country Springs Hotel  
1501 North Point Drive  
Stevens Point, WI 54481  
<http://www.countrysprings-stevenspoint.com/>

**December 6 Agenda:**

Check-in - volunteer to take notes?

Announcements/Updates

Review process and materials for afternoon meeting with Situation Analysis Responders

Review new incoming data

Noon: Lunch with Responders

Afternoon: Situation Analysis process with Responders

Dinner in Stevens Point - at Michele's Restaurant and Catering - with Rick Klemme and Sue Buck  
513 Division Street, Stevens Point, WI 54481

**December 7 Agenda:**

Plan CEAC meeting

Plan WACEC District Meetings

Data management

Vision Design Team

Communications

Evaluation planning

Plan upcoming meetings

“The final wisdom of life requires not the annulment of incongruity but the achievement of serenity within and above it.”

Reinhold Niebuhr

# **CES Strategic Planning Initiative Steering Committee Meeting December 6-7**

## **Action Items**

### **General**

- SPSC will send notes from December 6 tables to Annie, who will then write them up in a digestible format
- SPSC will make a glossary of terms available to people throughout the remainder of the planning process

### **WACEC District Meeting Presenters**

- Carl – Western District – Feb 1
- Kimberly – Quad Counties – Jan 21
- John – Northern District – Feb 15
- Art – Central District – Jan 4
- Marma with Annie back-up – Eastern District – Feb 29
- Larry with Rick or Rebecca back-up – Southern – Jan 18

### **Other WACEC Meeting Items**

- Annie will review WACEC board information to frame draft strategic issue – marketing and external relations
- Annie will also create a feedback form to help us collect information

### **CEAC**

- John, Larry, and Rick will present. See notes below for more details

## **December 6**

Prep for and hosting of responders to strategic issues identification

## **December 7**

Debrief from December 6

### **General observations**

- Everyone was involved
- Good to have a mix of program areas and positions from across the state talking
- People “relationships” came out as important to a three groups
- Ag participants liked

- Commitments may go beyond values to action; can differentiate us from other institutions in UW System and others that provide adult education
- Service was seen as important
- One participant boiled down all information into Themes - managing resources, people, money, technology

### **What have we learned?**

- Need to continue small bits of inclusion, short time frames, temporary commitments
- How do we bring people along if their priority did not change, even though 10 other things did? How do we manage expectations? We need to continue to be transparent and involve “skeptics” when we have the opportunity
- We could list what we’ve accomplished and where we are in the process – use multiple communication channels – e-mail, Dean’s Wisline, website
- People are interested at looking at structural changes in Coop – for them, it is on the table

### **Strategic Issues ID Timeline**

- December 21 – all key informant interviews should be completed
- December 21 next meeting
- SPSC will have reviewed key informant interview results for Jan 17 meeting
- January 17 meeting

### **WACEC District Meeting Planning**

- Overview of strategic planning
- Update on where we’re at in the process
- Small group conversations to react to a draft strategic issue
  - Annie will review WACEC board information to frame draft strategic issue – marketing and external relations
  - Annie will also create a feedback form
- One SPSC member to present
  - Carl – Western District – Feb 1
  - Kimberly – Quad Counties – Jan 21
  - John – Northern District – Feb 15
  - Art – Central District – Jan 4
  - Marma with Annie back-up – Eastern District – Feb 29
  - Larry with Rick or Rebecca back-up – Southern – Jan 18

### **CEAC Meeting – December 13 – 12:30**

- John, Larry, Rick
  - Specialist presentation
  - Repeat responders facilitation
  - Annie will send materials ahead of time

### **Data Management**

- nVivo – John and Steve are learning to use. Will not be using it for immediate data analysis, but may use later in the process.

- Key informant interviews
  - SPSC will read through all results, looking for “keystone themes”
  - Results should be grouped by question and by respondent
  - County Execs and administrators should be separated out from state legislators

### **Vision Design Team Planning**

- Café-style meeting one
- One-time meeting – afternoon to r
- Make sure to go beyond Values Design Team and strategic issue responders for participation
- Purpose – to tell the compelling story of our ideal future
- Review where we’ve been and where we are now not only in the planning process, but as an institution
- Jerry Campbell, “Purpose is different from mission” – purpose is what we’re put on this earth to do
- Vision discussion are based on values
- SPSC Committee will refine (word smith) vision after the Vision Design Team does concepts
- Encourage creativity (stories, poems, drawing, rap music)
- The ag department says we need to be a part of how visions are expressed
- Three meetings
  - First – umbrella vision – April 14, 11-4 Wausau area
  - Second – what’s mission from umbrella vision following strategic issues ID – May 28 - Madison
  - Third – refine visions – group will set date
- General
  - All Coop invite, plus SPSC will invite people we think would be interested and contribute
  - Include thanks to Dec 6 people on invite
  - Also invite Values Design Team

### **Next Meetings**

- Friday, January 25, 2008 - Values Design Team - Stevens Pt.
- Thursday, February 21, 2008 - Stevens Pt.
- Thursday, March 27, 2008 – Madison
- Monday-Tuesday, April 14-15, 2008 – 11:00 a.m. - 4:00 p.m. - Vision Design Team (1) - Wausau
- Wednesday-Thursday, May 28-29, 2008 – Vision Design Team (2) - Wausau
- October 2008 – *date to be determined* - Stevens Point, all day