

## STRATEGIC PLANNING STEERING COMMITTEE

AGENDA June 26, 2018

### 1. Overview of the Strategic Planning Process

- a. Components of a Strategic Plan
- b. A Strategic Plan Should:
- c. Mission Statement
- d. Values Statement
- e. Vision Statement
- f. Goals and Objectives

### 2. Report from the Environmental Scanning Task Group

### 3. Review the Current Mission and Vision Statements

### 4. Recommendations for a new or revised Mission and Vision Statements

### 5. July 17<sup>th</sup> Meeting

- a. Submit one or two recommendations that you believe to be of utmost importance to NTCC and the area that you represent. (acarter@ntcc.edu)
- b. Try to think of recommendations that rise to the level of a major or strategic plan.
- c. Also be thinking about the goals or objectives to accomplish that related plan.

1. Components of a Strategic Plan

- a. Mission
- b. Values and Vision
- c. Goals and Objectives

2. A Strategic Plan Should:

- a. Articulate the mission and vision of the institution
- b. Help prioritize resources (people, time, space, technology, and funding)
- c. Promote organizational focus
- d. Respond to external accountability agents (taxpayers, state, local and national organizations)
- e. Bridge the gap between the mission and the vision of the college

3. Mission Statement

- a. Why the college exists
- b. What its operations are intended to do
- c. "This is what we are here to do"

4. Values: "These are the characteristics we believe are important in how we do our work"

- a. Honesty
- b. Fairness
- c. Integrity
- d. Freedom
- e. Dignity
- f. Respect

5. Vision Statement

- a. Description of what the college intends to become
- b. Defines the college's strategic position for the future
- c. Defines specific elements of that position with respect to the mission statement

6. Goals and Objectives

- a. Goal connotes specific achievement: a target reached and "checked off"
- b. Objective has a connotation of a more general direction of action
- c. Goals and objectives should be measurable

## STRATEGIC PLANNING STEERING COMMITTEE

Meeting June 26,2018

### Members attending:

- |                       |                  |                    |
|-----------------------|------------------|--------------------|
| 1. Shemetric Williams | 7. Amy Hinton    | 13. Elias Reyes    |
| 2. Iris Marino        | 8. Karen Andrews | 14. Terry Scoggins |
| 3. Nita May           | 9. Bob McFarland | 15. Alan Carter    |
| 4. Eric Posey         | 10. Sarah Spiker |                    |
| 5. Jimmy Smith        | 11. Tawny Nix    |                    |
| 6. Bob Hedges         | 12. Toni LaBeff  |                    |

I. Alan Carter discussed the overall Strategic Planning Process

II. Toni LaBeff gave a report of the Environmental Scanning Task Group's first meeting. She provided a very nice condensed presentation of the 60X30Tx Plan and its four main goals. She also provided the committee with statistical data related to the NTCC student population and the demographics of the eastern region of Texas.

III. The committee spent a few minutes reviewing the current NTCC mission statement and vision statement. Alan also presented a sample of missions statements from several other colleges and universities.

IV. The committee then worked the remainder of the meeting formulating a new and revised mission statement. The following is the committee's proposed new mission statement:

"Northeast Texas Community College is a catalyst for life-long learning opportunities empowering our community through culturally diverse education, training, and discovery in a safe and supportive environment."

V. Alan Carter asked the committee members to submit ideas and recommendations for the strategic plan before the next meeting. The next meeting is set for July17, 2018.

VI. The meeting was adjourned