

Strategic Priorities Planning Committee Meeting Minutes

Friday, March 5, 2021
9:00 a.m. – 11:00 a.m.
Zoom Video Conference

Attending: Melinda Lowe, Kimberly Dorsey, Carla Lowery, Iika McCarter, Kendall Dunkelberg, Nicole Patrick, Lyndsay Cumberland, Kim Whitehead, Amanda Clay Powers, David Brooking, Mea Ashley, Anika Perkins, Mark Ellard, Jessica Harpole, Chad Murphy, Kelly Bennett, Glen Halbert, Andrew Garner, Amanda Dahl, Margaret Hayward, Cherie Labat, Lydia Holland, Brooke Carter, Shawn Dickey, Tammie McCoy, and Melissa Buxton.

Melinda Lowe called the meeting to order and welcomed everyone. Kimberly Dorsey reminded everyone to send PowerPoint presentations to her for posting in Canvas.

Carla Lowery – (see PowerPoint presentation **State of Technology 2021**) In 2013 the Technology Task Force was formed, in 2014 the Desired State of Technology was published and the Task Force was formalized to the Campus Technology Advisory Council. The five most desired technology items at that time were: 1) Purchase and implement Degree Works 2) Enhance instructional technology 3) Reevaluation of PC replacement plan 4) Strengthening of campus infrastructure 5) True single sign-on portal. In 2018, the Council reevaluated the priority items. The top five at that time were: 1) Online forms – document repository 2) Degree Works with Training 3) Banner workflow, Upgrade and more IT personnel 4) Data Backups for offices 5) Email space. All these items are in the process, except for data backups. The IT Department has been split into System/ Network and Information Systems.

Items either complete or in the process under **Strengthening Infrastructure** include: joined C-Spire, VoIP phone system, 2 virtual host servers, VMware virtualization software, primary/disaster recovery SAN storage, backup SAN storage, disaster recovery switch, installed fiber at Plymouth Bluff, Wi-Fi in cabins at Plymouth Bluff, 20 new server installations, wireless bridges, upgrade campus Wi-Fi, MissiON circuit switch, 2nd 10G circuit ordered, internet 2 implementation, Tupelo circuit increase. Disaster recovery and PC data backups are budget requests. Items under **Increased Security** include: outdoor security cameras, new antispam filter, active directory domain controller, VPN upgrade, laptop encryption, multi-factor VPN, and primary/secondary firewall, cyber liability insurance, and third party vulnerability assessment. Multi-factor authentication is a budget request. Items under **Email and Shared Folders** include: Office 365, IronPort, and InfoSec security awareness training. Items under **Instructional Technology** include: Canvas, SPSS campus licenses, Martin Hall Sim Lab network, Turner Hall, Library tiered classroom, 24/7 Canvas tech support, 24/7 computer lab, and classroom streaming capability. Items under **Portal** include: RFP in 2016 included single sign-on, mobile app, and branded W Connect. Working towards multi factor authentication is a budget request. Items under **Business Processes and Software** include: Banner leave module, Operations Commander, Banner 9 upgrade, Degree Works, online forms, campus labs – Engage,

Regroup W Alert, Purple Briefcase, Slate, CashNet, CampusLogic, Blackbaud, Banner Workflow (pending) and document management RFP.

Dr. Kim Whitehead – (see PowerPoint on **Honors College**). The mission of the Honors College includes fostering academic excellence through active learning, research, high-impact experiences outside the classroom and citizenship. **Active learning:** promoting academic community through living-learning community and other four year students and transfers, honors coursework and senior research project. Initiatives include a more diverse community, broadening opportunities in research for honors students and students across campus using conferences, Merge, and Coffee with Scholars. **High-Impact experiences:** Honors Study Abroad and Away, community engagement courses, Nancy Yates fellowships, Summer Community Engagement Program. **Support for students:** honors peer mentors, honors mentors as RAs, mental health services, academic support and recruitment of transfers.

It was noted that Honors College has maintained a stable and steady number of students and the students remain very engaged across campus.

Ilika McCarter – (see PowerPoint **Recruiting and Admissions Update**). **Fall 20 Projections:** decrease of up to 20% in enrollment, decrease of returning students, higher number of students taking a gap year, higher number of minority high school seniors are not attending college in the fall or uncertain. Fall goals were 190 new freshmen and 700 new transfers. Changes and challenges (including COVID) have required proactive and targeted strategies, including demographic shifts, national decline in high school graduates, new assessments, new audiences, new markets, digital recruiting, timing, and program delivery. **Fall 2020 Success:** freshman enrollment increase of 12.6%, freshman tuition revenue higher, increased freshman enrollment in top three scholarship tiers, maintained transfer academic profile despite having fewer students. **Fall 2021 and Beyond Challenges and Opportunities:** MUW looks good overall compared to other universities. Survival depends on robust recruitment. In-person recruitment, tours and college fairs are vitally important, as well as in person classes. We are working on polishing our website, as well as more videos on social media. Opportunities include print and digital communication plan, creative relationship building and alternatives to large campus visit events, continue building relationships with community colleges, create a communication plan through new CRM and plans to coordinate with Alumni Relations to create an ambassador program. We have updated and increased freshman scholarships. **Recruitment Goal for Fall 2021:** First year goal for 21-22 is 454 students admitted, 190 students enrolled which is 4.4% increase. Transfer goal for 21-22 is the same as last year, 1043 students admitted, 672 students enrolled. It was noted there is a projected decrease in high school graduates by 2032. The W's current students: 2811 students, 84% from Mississippi, includes students from 30 other states, average age is 24.7, over 38% African American, 18% male, less than 2% international students, average ACT is 22. Hopefully, opening campus will help with the fall numbers.

Kimberly Dorsey – (see PowerPoint on **Strategic Priorities Themes 2021**). Previously a theme was Advancement Excellence; possible changes are Access and Advancement, Affordable

Advancement, Access and Affordability and Affordable Academic Excellent. There was discussion concerning staying with the current themes and building on them or renaming completely. Theme teams will break down five goals and determine what needs to be kept, revamped and changed. The following theme teams and members were selected:

Advancement Excellence – Iika McCarter, Lyndsay Cumberland, Kelly Bennett, Nicole Patrick

Regional Stewardship – Hillary Richardson, Amanda Dahl, Cherie Labat, Chad Murphy

21st Century University – Mea Ashley, Melissa Buxton, Amanda Clay Powers, Mark Ellard, Lydia Holland, Shawn Dickey

Degree Completion – David Brooking, Brooke Carter, Tammie McCoy, Kendall Dunkleberg, Andrew Garner

DEI – Margaret Hayward, Jessica Harpole, Anika Perkins, Glen Halbert, Karleigh Shelton

These will be posted in Canvas as well as suggestions for getting started.

There being no further discussion, the meeting was adjourned. The next meeting will be Friday, March 12, 2021 at 9:00.