MINUTES
Council on Postsecondary Education
Strategic Agenda Work Group Meeting
October 21, 2010

The CPE Strategic Agenda Work Group met October 21, 2010, at 1:00 p.m. at the Council Offices, in Frankfort, Kentucky.

ROLL CALL

Work Group Members present: Dan Flanagan, Joe Graviss, Nancy McKenney, Pam Miller, Lisa Osborne, and Joe Weis.

JULY 22, 2010, MEETING MINUTES

The motion was made by Ms. Miller to approve the minutes as presented and seconded by Mr. Weis. Motion passed.

ACCOUNTABILITY SYSTEM

Ms. Osborne asked Dr. John Hayek, CPE's senior vice president for budget, policy, and planning, to provide an overview of the proposed metrics and targets.

Dr. Hayek also reviewed how the comprehensive Web-based performance dashboard will function:

- The dashboard will have the ability to track key state level performance metrics, targets, and trajectories. Data will be updated as it becomes available.
- It will include information related to statewide strategies designed to make improvements on objectives.
- It will include information on implementation plans (action steps) necessary to achieve strategies, including: key CPE contact, timeline, and incentives being used to stimulate change.
- It will have the ability to benchmark against other states or national averages.
- It will have the ability to drill down to sub-indicators broken down by institution or type of students (e.g., low-income, minority students, developmental education students, etc.).
- It will have the ability to show information at the state, regional, and institutional levels.

Mr. Weis stated the importance to be able to follow the data and to be able to track back to the originating data item. Dr. Hayek responded that is the intention of the dashboard.

Mr. Graviss requested a way for the Council members to be alerted when data is changed and when there are changes in institutional standings pertaining to the metrics and targets.

Dr. Hayek stated that the Council is required by statute to prepare an annual accountability report. The accountability report will include an executive summary and a dashboard report. It will include a review of state level performance metrics, an introduction with one page per state indicator similar to the current accountability report, relevant information related to the 2015 targets, and an update on strategies being used to drive improvements in performance.

In addition, new institutional reports will provide a review of institutional performance metrics with customized HB 1 updates, a short 2-page document with common and institution specific metrics, and possibly include relevant regional metrics.

Dr. Hayek reviewed the draft Memorandum of Understanding (MOU) between the Council and the institutions.

The draft MOU will include negotiated targets on key institution performance metrics mapped to annual institution accountability reports and an annual review of a performance agreement between the Council president and institutional presidents, as well as between the institution and Council members.

Dr. Hayek said that the institutions believe the draft MOU to be too regulatory. He said that the Council staff will make some modifications to the draft and will have ready for the work group to review the document at its November 4 meeting. He also mentioned that the targets in the MOU will be negotiated with the institutions at a later time. The MOU will be finalized April 2011.

Ms. Osborne mentioned a concern that the institutions are at different stages with institutional strategic agendas than the statewide strategic agenda. Ms. Osborne stated that the MOU will assist with bonding the statewide and institutional strategic agendas. It will also enforce the commitments the Council and institutions have toward the statewide strategic agenda.

Dr. Hayek stated that another important piece to the process is the timeline and proposed meetings.

- At future Council meetings, to have regular updates provided by the institutions on the focus areas, other key institutional strategic priorities, and alignment with the strategic agenda.

  Mr. Graviss requested that the updates the institutions present follow the statewide strategic agenda. Mr. Weis requested a format be provided to the institutions to allow for the information the Council is interested in regard to the strategic agenda.

Dr. Hayek agreed with the need of a uniform format for the statewide strategic agenda report but said institutional profiles should allow for some customization to highlight campus-specific initiatives. He said that the reports need to be easy for people to understand.

- President-to-president performance update meetings aligned with the MOU. These meetings will provide an opportunity for the presidents to have frank and direct discussions on key institutional and statewide performance issues.

- Annual update from the Council president to institutional boards. This will provide an opportunity for the Council president to share a statewide view of performance.

- Annual meeting between the Governor and the institutional board chairs. This is an opportunity for the Governor to thank the board chairs for their work and reinforce key messages and issues.

- Legislative meeting updates during the regular session and interim joint session. This will provide the opportunity to communicate the statewide strategic agenda with the legislature.

Dr. Hayek mentioned other items included in the timeline:

- Proposal of a new annual report related to the Council and staff accomplishments and challenges. This will provide an opportunity for the Council to highlight added-value to the state's postsecondary education system.

- Creation of an annual financial report to highlight changes in operating revenue and expenditures. This will provide an opportunity to increase transparency and highlight basic sources of revenue, as well as where money is being spent across the public postsecondary system.

- Displaying institutional strategic plans and performance review documents on a Council Web site featuring institutional strategic plans and linkages to the statewide strategic agenda, and to showcase institutional tools for reporting and tracking the implementation of strategic plans.

Ms. Osborne expressed the importance of continuing dialogue with the Kentucky Department of Education and moving the statewide strategic agenda forward. Dr. Hayek responded that he will add to the timeline meetings between the Council and the Kentucky Department of Education. He will also add to the timeline the continuing dialogue with the Economic Development Cabinet and the Department of Commercialization and Innovation.

Dr. Gary Cox, AIKCU's president, stated that the Education Professional Standards Board is also an important group to include in the discussions.

Dr. Hayek stated another item staff is considering is trying to structure a special honors or recognition event to showcase the performance of the institutions, faculty, staff, and students. This can be a way for the Council to recognize strong performance. The special recognition could also be connected to the Kentucky Department of Education and the Economic Development Cabinet.

Mr. Weis suggested to also include the independent institutions.

Mr. Graviss offered his assistance to Council staff on this project. He also stated a possible venue for the recognition is the annual Kentucky Chamber dinner.

STRATEGIC AGENDA

Dr. Hayek said that the Council staff will continue the process of working aggressively to gather additional feedback from the institutions, the Kentucky Department of Education, the Economic Development Cabinet, and the independent colleges on the current draft objectives and strategies. He said that Council staff will continue to work with the institutional chief budget officers on details regarding the metrics for the Efficiency and Innovation focus area. He stated that the strategic agenda will be the scope of work for the Council over the next few years.

Mr. Graviss requested that space utilization be added to the Efficiency and Innovation focus area as a key indicator and to the dashboard. Dr. Hayek responded that staff will include language regarding space utilization.

Dr. McKenney requested that liberal arts be included in the objective two statement under the Research and Economic Competitiveness focus area. Dr. Hayek responded that staff will include language regarding liberal arts.

Mr. Graviss suggested that a Web link to information related to the strategic agenda be included in the printed document. Staff will add to the printed documents and to the online version of the document.

Dr. Hayek stated that a companion document to the strategic agenda will be created as a quick reference guide listing how institutions are performing.

Ms. Osborne stated she would like to have the strategic agenda document drive meetings to keep the focus and progress on track.

Mr. Weis requested that in year three of the strategic plan that a review of progress be taken. This will provide the opportunity to adjust, delete, or add to the objectives and strategies. Mr. Graviss responded by suggesting the review be done in years one, two, and five. Dr. Hayek stated that Council staff will add the review of progress steps into the timeline.

Dr. Hayek mentioned a national initiative taking place with Access to Success in regards to closing the gap by 2015 and helping states execute strategic plans. The initiative is being financially supported with grants. Kentucky has an opportunity to be involved in the 2011 cohort plan and to send teams to meetings. Dr. Hayek said that he would like to see a team of Council members, Council staff, and institutional representatives attend the meetings and be involved in the discussions. Dr. Cox responded that the independent institutions would be interested in participating as well.

Dr. Hayek said that Council staff will continue to work on the draft documents and will provide a revised set to the work group at its November 4 meeting.

NEXT MEETING

The next meeting of the Strategic Agenda Work Group is a joint meeting with the Institutional Advisory Group November 4 to be held at Eastern Kentucky University, Richmond, Kentucky.

ADJOURNMENT

The meeting concluded at 3:00 p.m.

John C. Hayek
Senior Vice President, Budget, Policy, and Planning

Tammie L. Clements
Specialist, Budget, Policy, and Planning