

## Strategic Agenda 2011-15 Council Work Group Update - February 10, 2010

Over the past month, Council staff met with each member of the Strategic Agenda Council Work Group to gather additional feedback on key issues and items for consideration in the development of the 2011-15 strategic agenda.

Council staff also met for the first time with the Strategic Agenda Institutional Advisory Group on February 8, 2010, which is comprised of representatives appointed by each institutional president, as well as a representative from AIKCU. This group will meet with Council staff on a regular basis and serve as key advisors in developing the 2011-15 strategic agenda.

Highlighted below are brief summaries from these respective discussions.

### Brief Summary of Meetings with Council Work Group Members

- The need to focus on the pipeline was a common theme, particularly related to degree completion and increased productivity.
- The need for better integration of House Bill 1, Public Agenda, and Double the Numbers plan.
- Current Public Agenda may be too broad with too many indicators; stressed the need to simplify and focus state efforts in fewer areas.
- High level of interest in improved execution and implementation of strategies, as well as an updated monitoring system to assess progress and adjust plans accordingly.
- Interest in using funding policies as a primary incentive for progress, but also interested in other effective tools (academic policies, legislation, advocacy, regulation, etc.).
- Question of mission review and challenges of “mission creep” were raised.
- Importance of strengthening link with K-12 and economic development.
- Some confusion over Double the Numbers plan (enrollments versus degree production versus educational attainment).
- Need to focus on efficiency and productivity, with a specific interest on rethinking traditional ways of “doing business”.
- Reinforced the importance of benchmarking and looking internally and externally for best practices.

## Brief Summary of First Institutional Advisory Group Meeting

- It appears evident that we have significant leaks in our education pipeline. We need to ask the question of how the Council/state can assist P-12 with college readiness; Kentucky Adult Education with increasing GED graduates; KCTCS with transfers, associate degrees and credentials; and universities with persistence and degrees.
- General belief that current strategic (public) agenda is effective in assisting with institutional planning, but probably needs further simplification and greater prioritization among strategies.
- Need for better integration of HB 1 goals with strategic agenda and other planning activities (e.g., diversity plan, Double the Numbers plan, adult education, virtual campus and library, etc.).
- Representatives from the research institutions noted that those institutions focused more of their planning and accountability efforts on achieving their respective long-term HB 1 goals instead of the short-term strategic agenda.
- All agreed that a focus on degrees/completions is central to the new strategic agenda... college readiness (connection to P-12) and research were common focus areas.
- The need for new business models is very important.
- The new plans should allow for greater institutional differences in accountability/monitoring system, as well as regional differences.
- The group reinforced that research has many benefits beyond just economic impact (development of new knowledge, training future graduate students, etc.) and that the plan should value research for these intrinsic reasons as well as for economic impact.
- Quality, communicating the value of postsecondary education (e.g., personal, social, economic, etc.), and diversity were also raised as important issues to consider in the new strategic agenda.
- In addition to K-12 and the Economic Development Cabinet, the Workforce Development Cabinet, and KHEAA should also be included in planning activities.
- There is value in looking at good ideas in other state plans.

**2011-15 Strategic Planning Process  
Strategic Agenda Work Group  
2010 Meeting Schedule**

All times are ET:

FEBRUARY

Wednesday, February 10, 3-4

MARCH

Tuesday, March 16, 1-3

APRIL

Thursday, April 22, 1-3

MAY

Thursday, May 20 in conjunction with CPE Meeting

JUNE

Thursday, June 24, 9:30-11:30

JULY

Thursday, July 22, in conjunction with CPE Meeting

AUGUST

Thursday, August 19, prior to CPE retreat

SEPTEMBER

Sunday, September 12, in conjunction with CPE Meeting

OCTOBER

Thursday, October 21, 1:00-3:00

NOVEMBER

Thursday, November 4, in conjunction with CPE Meeting

DECEMBER

Tuesday, December 14, 9:30-11:30

**2011-15 Strategic Planning Process  
Council Work Group  
2010 Meeting Schedule – Tentative Discussion Topics**

FEBRUARY

Wednesday, February 10, 3-4

Topics: Update on initial round of discussions, review meeting schedule and discussion topics

MARCH

Tuesday, March 16, 1-3

Topics: Strategic agenda concept / data analysis, policy scans, and best practices / update on K-12 and economic development strategic planning

APRIL

Thursday, April 22, 1-3

Topics: Strategic agenda concept / potential short-term objectives / performance metrics / gap analysis

MAY

Thursday, May 20 in conjunction with CPE Meeting

Topics: Short-term objectives / performance metrics / potential strategies / update on K-12 and economic development strategic planning

JUNE

Thursday, June 24, 9:30-11:30

Topics: Potential strategies

JULY

Thursday, July 22, in conjunction with CPE Meeting

Topics: Strategy prioritization / Implementation plans

AUGUST

Thursday, August 19, prior to CPE retreat

Topics: Strategy prioritization / Implementation plans

SEPTEMBER

Sunday, September 12, in conjunction with CPE Meeting

Topics: Accountability / monitoring system

OCTOBER

Thursday, October 21, 1:00-3:00

Topics: Accountability / monitoring system / First draft

NOVEMBER

Thursday, November 4, in conjunction with CPE Meeting

Topic: Final draft

DECEMBER

Tuesday, December 14, 9:30-11:30

Topic: Communication strategy