



## Strategic Planning Council

February 18, 2021

In attendance: Brenda Allen, Kim Anderson, Michael Ayewoh, Karen Baskerville, Marion Bernard-Amos, Brandi Berry, Norman Billie, Jeffrey Chapp, Evelyn Davis-Poe, Pia Deas, Dafina Diabate, Brian Dubenion, Nancy Evans, Frederick Faison, Nikoia Forde, Samaa Gamie, Gerard Garlic, Kymberly Graves, Courtney Haywood, Anna Hull, Sharone Jones, Patricia Joseph, Lenetta Lee, Tiffany Lee, Michael Lynch, Samira Malik, Melina McConatha, Justin McKenzie, Kisha Middleton, Nafeesa Muhammad, Lukas Pelliccio, D. Zizwe Poe, Teresa Powell, Tamarkius Roby, Fred-Rick Roundtree, Cathie Rutledge, Nancy Smith, Harry Stinson, Jake Tanksley

### Meeting Minutes

1. Welcome
  - Participated in an icebreaker activity.
2. 4 Pillars - President Allen
  - Dr. Allen introduced the 4 pillars and explained how they align with the strategic themes. These pillars detail the University's strategic priorities.
  - *Enhancing Academic Quality* – HIPs, faculty size, curriculum coherency, general education, graduate and continuing education
  - *Improving the Student Experience* – administrative reorganization (student success), academic support, community and corporate partnerships, experiential learning
  - *Addressing the Student Financial Gap* – we lose many of our students due to financial need, grants, creating partnerships, leveraging assets
  - *Improving Infrastructure* – investing in operations across campus: Advancement, Enrollment, retention focused groups, staff development, physical plant (housing, master plan), technology (new LMS, cybersecurity, email suite, expanded bandwidth, SIS)
3. Strategic Dashboard Indicators
  - Breakout sessions: The SPC was split into 5 groups to focus on a strategic theme. Each group was asked to review the dashboard for their assigned theme and determine which pillars aligned with the theme. The groups were also asked to provide insight on indicators, measurements, or information that can be added to the dashboard.
    - Theme 1 notes: none submitted
    - Theme 2 notes: Our theme overlaps with pillars 1 and 4
      - 2a. aligns somewhat with pillar 1. Increase admissions criteria would bring in student of higher quality but would not improve the quality of education. The group had some hesitancy around listing this as the first indicator.
      - 2b. aligns with pillar 1 and brings in continuing and professional education so that is covered
      - 2c. Aligns well with pillar 4
      - 2d. Aligns well with pillar 4
      - Information to add: We need some kind of measure of curricular coherency, pathways, capstones, high impact practices, service learning, co-curricular opportunities. Add evaluation and assessment to measure learning gains from co-curricular activities.

- Can we measure if internships lead to employment of students?
- Preparation of faculty for online teaching, being peer mentors
- Theme 3 notes: none submitted
- Theme 4 notes: none submitted
- Theme 5 notes: Provide greater coherence for the Lincoln University brand
  - Provide consistent message with brand (what is it to be a Lions)
  - Better tracking system for alum
  - Knowing alum and bring to classroom and the forefront
  - Strategic communication campaign to alum
  - Promote current students and alum stories
  - Networking opportunities
  - Develop brand ambassadors
  - Logo Consistency
  - Being able to relay the impact, then the story, and finally the need

#### DASHBOARD

- *Public Sentiment*: Need to know the question(s) asked; Better insight of the survey; Who were the public (alum or general public)
- *Social Mobility*: Better Geographical data; Time span of the alum; Did we define the “standard” of living

#### 4. Next Steps

- Update on the dashboard and indicators
- Planning for 2021-2022 academic year

#### 5. Adjourn

- The next meeting will occur Thursday, April 22, 2021, at 3:30 pm

All strategic planning council resources are available at  
[www.lincoln.edu/strategic-plan/strategic-plan-implementation](http://www.lincoln.edu/strategic-plan/strategic-plan-implementation)