

# UNIVERSITY RESOURCES & PLANNING COMMITTEE

## October 14, 2016

### 1:00 PM – 2:30 PM (SBS 405)

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<input checked="" type="checkbox"/>	Alex Enyedi, Co-Chair (non-voting)	<input checked="" type="checkbox"/>	Joyce Lopes, VP (voting)
<input checked="" type="checkbox"/>	Mark Rizzardi, Co-Chair (tie break vote)	<input checked="" type="checkbox"/>	Craig Wruck, VP (voting)
<input checked="" type="checkbox"/>	Greg Rodriguez, Student (voting)	<input checked="" type="checkbox"/>	Amber Blakeslee, Advisor (non-voting)
<input checked="" type="checkbox"/>	Kevin Martinez, Student (voting)	<input checked="" type="checkbox"/>	Kate Stroup, Advisor (non-voting)
<input checked="" type="checkbox"/>	Hari Singh, Faculty (voting)	<input checked="" type="checkbox"/>	Volga Koval, Advisor (non-voting)
<input checked="" type="checkbox"/>	Erick Eschker, Faculty (voting)	<input checked="" type="checkbox"/>	Frank Whitlatch, Advisor (non-voting)
<input checked="" type="checkbox"/>	Jim Woglom, Faculty (voting)	<input checked="" type="checkbox"/>	Holly Martel
<input checked="" type="checkbox"/>	Noah Zerbe, Dean (voting)	<input checked="" type="checkbox"/>	Lisa Castellino
<input checked="" type="checkbox"/>	Kacie Flynn, Staff (voting)	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	Gay Hylton, Staff (voting)	<input type="checkbox"/>	
<input type="checkbox"/>	Peg Blake, VP (voting)	<input type="checkbox"/>	

## Minutes:

- **1:00 – 1:25:** (Discussion) Process for  $\pm 5\%$  budget choices. (Amber Blakeslee, Lisa Castellino, and Volga Koval)
  - The team continues to work on developing templates, process, structure and approach.
  - There was discussion regarding how interconnected the campus is and how care must be taken to fully understand the full impact of each decision. This conversation needs to be had at all levels on the campus and it will take time to explore the options.
  - The November 15 deadline is challenging, given the nature of the task and the need to reach out to stakeholders for input. Committee agreed to extend the deadline to the January 20<sup>th</sup> meeting, and add a January 27<sup>th</sup> meeting to allow for further discussion.
- **1:25 - 2:30:** (Discussion and break-out groups) *Defining strategic assets*. Led by Volga Koval and Amber Blakeslee
  - FYI: President's charge: "... *defining strategic assets*."
  - PowerPoint presented on Strategic Asset Themes
  - Defining strategic assets: Assets that are needed by an entity in order for it to maintain its ability to achieve future outcomes. Without such assets the future wellbeing of the institution could be in jeopardy.
  - Categories include institutional brand, curriculum, facilities, personnel, students, IT and equipment, collections, consumables, contingency, and reserves.
    - Discussion regarding adding the more intangible assets, such as effective teaching and effective advising, and student support.
  - The overarching themes that came from interviews conducted with campus stakeholders over the summer included:
    - The need for a clear direction and institutional identity
    - The need for shared vision, values, and priorities
    - Strategic assets are interconnected

- Collaboration across categories will enhance value to the University
- Discussion of strategic asset categories
  - Institutional brand – brand.humboldt.edu has information regarding the ideas of the brand. Discussion regarding how our brand should reflect concepts of sustainability and social action, provide a sense of place for our students, and how student support services and the curriculum need to be diversified to reflect the student body.
  - Curriculum – Academic excellence is a priority. The faculty have oversight of curriculum and changes would ultimately be a faculty decision. Effective teaching, effective advising, student support, and effective curriculum are all important. Micro-aggressions in the classrooms are painful and negatively affect retention. Diversify the curriculum to reflect the student body.
  - Facilities – HSU approaches facilities with sustainable values in mind, and works to recycle and repurpose facilities, as opposed to removing and building new, in order to stay up with faculty and student needs. There was discussion regarding the advantages and disadvantages of a centralized versus decentralized model of classroom space oversight.
  - Personnel – Innovation around knowledge renewal and reframing and retooling existing skill sets. Staff and faculty need to reflect the demographics of the students, in order to attract and retain students.
  - Students – The asset category needs to be more clearly defined, as students are the reason the organization exists. Discussion regarding engaging parents, supporting 1<sup>st</sup> generation students and families, adding the enrollment strategy to the list on the slide, right sizing academic programs, offering incentives to students for committee participation, support student social action, and supporting more activities such as the mural project to allow students to leave their print on campus.
  - Information Technology & Equipment – stopped on this asset category, due to time. Will continue next meeting.
- Homework: *Strategic assets and strategic priorities: Opportunities and Pitfalls.*