STRATEGIC PLANNING STEERING COMMITTEE
MEETING MINUTES
Tuesday, April 5, 2016

Attendees: Soraya Coley, Sylvia Alva, Lisa Alex, Lea Dopson, Sep Eskandari, Jun Myers, Martin Sancho-Madriz, Julian Herrera, Bryce von Helms, John Robinson-Berry, John McGuthry, Paul Storey, Kathy Street, Benjamin Quillian, Gary Hamilton, Paulette Blumberg

Absent: Francelina Neto, Rachel Dominguez, Sarah De La Parra, Diane Miller, Bedford Macinstoh, Esther Chou-Tanaka

Guests: Michael Stallworth, Peter Stokes of Huron Consulting Group

Meeting convened at 10:00 am in the Bronco Student Center, England Evans Board Room

1. Discussion to revise stakeholder engagement plans due to potential CFA strike:
   There was a concern that the potential strike would impact the strategic planning timeline, with particular concern over the stakeholder engagement timeline. A suggestion to suspend stakeholder engagement until after the potential strike was not recommended if possible due to the amount of work and time required to effectively conduct the sessions.

2. Stakeholder Engagement: reconfirm respective roles and responsibilities to ensure alignment. Discussion on how to reach out to constituents to obtain maximum representation and feedback in an open and transparent process included the following suggestions:
   • the use of well-developed and well-designed on-line forms
   • town-hall meetings
   • outreach to advisory boards
   • career day outreach
   • effective marketing
   • technology, i.e. social media

An outline of duties and responsibilities for the stakeholder engagement committees was given. The outline included planning and preparation – scheduling engagement sessions, meeting facilitation, summarizing takeaways, and understanding outcomes. The stakeholder engagement sub-committees will report their findings and submit them to the Steering Committee.

The consultants conducted a mock engagement session with participants to provide a model to participants who will be leading some of these sessions or helping others conduct them.

Meeting was adjourned at 12:15 pm.