

# SALM STATE COLLEGE Strategic Planning Committee

## Minutes of Meeting December 11, 2008

**PRESENT:** John Barnhill, Lee Brossoit, Nate Bryant, Chris Corrente, Lisa Delissio, Brewer Doran, Mary Dunn, Ami Goodwin, Arlene Greenstein, Steve Jervey, Karin Steinbrenner, Margo Steiner, James Stoll

1. Welcome and Introductions
2. Brief Overview
3. Strategic plan roll out and implementation
  - a. External plan
    - i. Development of strategic plan brochure
      1. Brochure will not include actions steps
      2. target mailings with distribution plan
        - donors
        - boards
        - legislators
        - corporate list
        - business partners (i.e., Salem Hospital)
    - ii. Update strategic planning website:  
[www.salemstate.edu/strategicplanning](http://www.salemstate.edu/strategicplanning)
      1. update minutes and process from 2007—08
      2. add pdf of plan for view (goals and objectives only), including introduction from President Meservey
      3. prepare for new website soft launch in January; link to the plan via the About SSC and President sections
    - iii. Development of strategic plan powerpoint/presentation
  - b. Internal plan
    - i. Email to campus community from President with link to plan on website
    - ii. Targeted communications to key leadership roles

1. Deans, Directors, Department Chairs, Committee Chairs, others
  - iii. Update mission statement in all appropriate communications
    1. Printed materials
    2. Website
  - iv. Monthly review with President's Cabinet
4. Role of Committee
  - a. Assist in the marketing efforts
  - b. Review of progress reports from various departments/units
    - i. Develop template to evaluate progress
    - ii. Karin Steinbrenner will provide a template that was used at another institution for this purpose
5. Next meeting will take place in February, 2009