**Strategic Planning Steering Committee Meeting**

January 12, 2016

Atkinson 202

The Strategic Planning Steering Committee met in Atkinson 202 on Tuesday, January 12, 2016. In attendance were Andy Lewter, Mark Pelton, Veronica Womack, Kyle Cullars, Bob Orr, Jan Clark, Juawn Jackson, and Dale Young. Sandy Gangstead, Susan Allen, Chris Ferland, and Bill Doerr were not able to attend.

It was noted that the strategic planning webpage has been completed and will be announced to the campus within the week.

Dale suggested the focus of the meeting be discussing and crafting a new vision statement for the university. The need for a more concise mission statement was also discussed, but it was decided to table that discussion until the next meeting.

It was suggested that the vision statement be one that will reflect where the college is going. There was much discussion as to whether the vision statement should be a paragraph, bullet points, or one sentence. It was later decided one sentence would be the ideal length.

Several suggestions were made as to what needs to be included in the vision statement. Bob suggested making it student focused. Mark suggested caution as the term “student centered” had received much criticism when used in the late 1990s/early 2000s mission statement.

After deliberation, a draft vision statement was agreed upon: Georgia College will be a nationally preeminent public liberal arts university excelling in engaged student learning.

Mark was asked to circulate this draft statement to all Steering Committee members for review with the goal of additional discussion at the next meeting. Upon approval of the Steering Committee, the statement will be sent to the Provost and to the President, and eventually to the subcommittees involved in Strategic Planning.