**Strategic Planning Steering Committee Meeting**

January 26, 2016

Atkinson 202

The Strategic Planning Steering Committee met in Atkinson 202 on Tuesday, January 26, 2016. In attendance were Mark Pelton, Veronica Womack, Bob Orr, Jan Clark, Dale Young, Juawn Jackson, Susan Allen, Bill Doerr, Sandy Gangstead, and Chris Ferland. As planned, Kyle Cullars has moved from the Steering Committee to the Financial Resources Committee, and has been replaced on the Steering Committee by Omar Odeh, the new Associate Vice President for Strategic Communications. This was Omar’s first Strategic Planning Steering Committee meeting.

Dale suggested that the meeting begin with a quick review of the vision statement that was drafted at the previous meeting. There was much discussion over adding the word “aspires” and dropping the word “student.” After deliberation, a new draft was created: “Georgia College (will) (aspires to) be a nationally preeminent public liberal arts university excelling in engaged learning.” Dale suggested, and there was consensus, that the draft be sent to the President for review by the President and Cabinet.

Next on the meeting agenda was discussion of the mission statement, which was begun with a review of the current mission, vision, values, principles, etc. Mark noted that the university’s current vision statement actually was the mission statement from the late 1990s until 2011 when a new mission statement was approved by the BOR. Dale suggested crafting the new mission statement as one sentence with some accompanying explanatory text. Mark proposed the following language: “The mission of Georgia College is to serve as the states’ designated public liberal arts university.”

The university’s current values were then discussed. Mark noted that the values read more like descriptions of what the university does or is committed to doing than true values. It was noted that several statements in the Vision and Quality Enhancement Planning Team summary report were closer to being actual values statements (inclusivity, diversity, etc.). Bill suggested adding, “This is who we are” to introduce the value statements. After much discussion, it was suggested that the value statements needed to be re-worded into 4-6 bulleted value statements starting with, “These are the essential values of Georgia College.” Sandy and Jan were asked to review the mission and values and prepare a draft for the committee to discuss at the next meeting.

Next, the committee discussed the arrangement of the vision and mission statements. Omar suggested starting with the mission statement, followed by the vision statement, and then by the values statements.

The next meeting will be held on February 9th with continued discussion of the vision, mission, and values.