COE Strategic Plan Steering Committee Meeting
Minutes
March 11, 2009
BRNG 6115

Present: S. Moon (Chair), H. Patrick, T. Newby, T. Doughty, J. Jeffries, M. Kremer, T. Agnew, J. Peterson

Updates

• President’s Forum 3/10 – Pharmacy & CLA -- S. Moon provided copies of the strategic plan for Pharmacy and the draft strategic plan for CLA, which were highlighted at a President’s Forum this week. Do we want to identify signature areas for our plan, as Pharmacy did? We will discuss this question in more depth at our next meeting.

• Policy Institute Task Force – An open forum was held last week to gather input on the Policy Institute. Interest was expressed in educational policy issues.

• Preamble, Mission & Vision – S. Moon reported that she has not yet had time to develop drafts for these sections, but hopes to have done so by the time of our next meeting.

• Revised Goals & Strategies
  o Discovery – H. Patrick – Work is in progress.
  o Learning – T. Taber – Has worked on minor edits and updates; reviewed the way other university strategic plans integrate STEM into teaching and learning.
  o Engagement – J. Peterson – This group met today for the first time; they looked for overlap among the three areas; began working on signature areas; reviewed the pharmacy plan and liked the integration of it. J. Jeffries produced a color-coded map of the goals and strategies from all three white papers and identified commons themes. This group liked the approach that pharmacy took in their strategic plan. Follow-up: J. Jeffries will send an electronic copy of the mapping to everyone; we will revisit the thematic goals at the next meeting to see if they fit all areas to decide if this is the framework we will use for the final plan.

Values & Culture Input (All)
We reviewed the Purdue values and culture statement and decided to include an endorsement of the Purdue statement in our plan with some customization for the COE. Examples: Communicate commitment to P-20 education. Highlight our research culture. Respect divergent views. Diversity. Highlight our professional culture. Model diversity and prepare professionals to work in diverse environments.

Benchmark Institutions Input (ALL)
Should our peers be aspirational or actual? We reviewed the Purdue benchmark institutions, US News data on the top 100 Colleges of Education. In addition, we looked at a document from ASU on methods of selecting comparable peers and aspirational
peers based on publicly available information like US News metrics. We decided we would like to have comparable and aspirational peers.

**Comparable Peers**
- Public institution with undergraduate and graduate professional preparation and doctoral programs
- Size
  - Comparable COE faculty size
  - Comparable university student enrollment
- Comparable external funding per faculty FTE
- Include some land grant institutions

**Aspirational Peers**
- Public institution with undergraduate and graduate professional preparation and doctoral programs
- Top 40 in US News
- External funding per faculty FTE 50% greater than the COE
- Include some land grant institutions

We will develop a tentative set of peers in each category using 2008 US News data and refine the list based on 2009 data, when that information is available in late April.

**Next Meeting – March 24, 1:30-2:30 pm, BRNG 7150**