Committee Members Present:  Mr. Lee Young  
Dr. Tony Scinta  
Dr. Larry Rudd  
Mr. Kavon Jones  
Dr. Gregory Robinson  
Ms. Kate Hahn  

Committee Members Absent:  Dr. Lesley Di Mare  
Mr. Buster Neel  
Ms. Jan Saulpaugh  
Ms. Patricia Ring  
Mr. Adeste Sipin  
Ms. Ashley Sylvester  

The meeting began at 3:45 PM

1. **Review goal strategies and tactics**

   The committee discussed the proposed goal strategies and tactics, beginning with Goal 3. The following revisions were recommended:

**GOAL 3: BUILD A CULTURE OF COMMUNITY**

Nevada State College seeks to build a culture of community that academically supports and strengthens the college experience of our diverse student population. Through community based learning, dynamic learning communities, student organizations, and innovative faculty development programs, Nevada State College actively creates an environment that recognizes and values diversity, thereby enriching the quality of the academic and social experience among its members. Civic engagement and service with our neighbors builds a climate of cooperation, shared vision, and responsibility. Collaborative events, such as the Henderson Festival of Cultures, with the local community celebrate and welcome persons of all identity and background to NSC and the greater region. Planning and maintaining strong relationships with the community will and move NSC, the College, towards the fulfillment of its Academic Plan.

Relationships with the greater community will be strengthened through the development of a unique, multi-use campus planned for NSC. Nevada State College's new campus will be a catalyst for change and sustainable development. The development of a unique, multi-use campus will strengthen the relationships with the greater community and be a catalyst for change and sustainable development. By providing green spaces and other, varied, recreational sites for the public, the college campus will both be welcoming and provide a role model for environmentally responsible development throughout the country. This level of development will increase the college's visibility and create both local and national recognition for its academic programs.
STRATEGY 3.1

Increase underrepresented faculty, staff and students

TACTICS

- Improve the quality of faculty recruitment by revising the hiring process and increasing the number of faculty from underrepresented groups on search committees
- Explore opportunities with CETYS University for immersion, faculty and cultural exchanges.
- Institutionalize study abroad and exchange programs for the NSC community.
- Advance programs such as TESL, Step-Up and more
- Provide educational opportunities for low income and first generation students through the expansion of TRIO programs
- Brand the Heritage Center and NSC as a Center committed to diversity and inclusion

Comment [SA1]: Follow up with Rene on rewording statement

STRATEGY 3.2

Promote partnerships with statewide, regional and national constituencies

TACTICS

- Pursue funding for the The Joel and Carol Bower School Based Health Center (SBCH) (The Joel and Carol Bower School Based Health Center)
- Continue offering distance learning educational opportunities between through School of Education with in Washoe County
- Expand local Technology Fellows Program and Institute into a regional Technology Fellows Show Case in collaboration with Southwest Vista Users Group (Fall 2009; Spring 2010)
- Concurrent with Technology Fellows Program, develop and promote “Greengreen” design in the development and delivery of courses, reducing their carbon foot print (i.e., reducing the consumption of bandwidth, print paper, travel funds, etc.)
- Working with NSC School of Education and Clark County School District, develop in a Post-Baccalaureate Certificate in Educational Technology from the curriculum for the Technology Fellows Institute
STRATEGY 3.3

Develop a physical master plan that serves as a catalyst for partnerships and sustainability in the 21st century (Buster & Annie)

TACTICS

- Advance our physical master plan through public-private partnerships
- Secure funding for the nursing, education and student services buildings
- Promote “green” building development and sustainability through partnerships with City of Henderson, Chambers of Commerce and local advocates
- Pursue a mix of residential, including for sale-office, and retail uses adjacent to and integrated with the campus and adjoining neighborhood along with a “Town Center” located on the City of Henderson parcel directly north of the NCS site “Town Center” comprised of residential, professional and retail spaces integrated with the campus
- Develop plans for a K-8 school location on site to allow NSC faculty and students to collaborate with CCSD faculty and students on research that will advance education in the state of Nevada
- Increase Promote transit connections such as the planned Boulder Highway Bus Rapid Transit expansion and provision of a shuttle service between the NSC site and the downtown area at Water Street

GOAL 4: ENCOURAGE AND SUPPORT AN INSTITUTIONAL AND INDIVIDUAL ENTREPRENEURIAL SPIRIT

Nevada State College continues to cultivate a campus environment that promotes the entrepreneurial spirit of its faculty, staff and administration in revenue generation and strategic institutional planning. The NSC Foundation also works diligently to establish and maintain successful partnerships that are mutually beneficial to the external community and the institution. These partnerships have provided funding to support scholarships for NSC students. While the NSC Foundation engages the external community, the NSC faculty continues its successful grant writing campaign that supports ongoing classroom activities and instruction to enhance student participation and success. NSC The College is committed to maintaining an atmosphere that supports and rewards faculty and staff engaged in grant writing by promoting a series of grant-writing workshops and seminars.
Strategic Plan Steering Committee Meeting
March 27, 2009
3:30 PM - 5:00 PM

**STRATEGY 4.1**

*Establish an environment in which creativity in the utilization of institutional resources is encouraged and rewarded*

**TACTICS**

- Encourage faculty and staff efforts toward obtaining extramural funding through adequate training of grant-writing activities
- Identify and implement creative measures to fund the physical development of the NSC campus
- Enhance the utilization of institutional resources through the continuing development of the Executive Budget Committee
- Develop and implement a creative marketing plan which will enhance the identity and the image of NSC
- Improve marketing and branding of College to convey the institution’s exceptional curriculum and improve recruitment and enrollment

**STRATEGY 4.2**

*Seek philanthropic gifts from private sources to expand and support NSC’s outreach efforts.*

**TACTICS**

- Provide appropriate resources to support the efforts of the NSC Foundation and other private fund-raising efforts
- Expand NSC’s Office of Development
- Educate faculty, staff, and community on “Ways to Give”
- Enhance donor recognition programs
- Identify alumni base and establish ongoing relationships

**GOAL 5: TO INCREASE RETENTION, PERSISTENCE & GRADUATION**

Nevada State College is committed to providing a challenging and nurturing environment that emphasizes scholarship, teaching, learning and student success. Our mission is to

---

Comment [SA2]: Review – should these be included in Goal 4?

Comment [SA3]: Need more discussion here to parallel other goals
“educate the next generation of professionals who will become the leaders of the State of Nevada.” The institution is committed to aligning its resources for the purpose of enhancing the quality and diversity of the student body, student learning outcomes and student satisfaction, to enhance the student learning outcomes, student satisfaction, and the quality and diversity of the student body. These actions will increase student retention, persistence and graduation rates. As a result, the College will be in a better position to exert more proactive influence and control over its current and future student enrollment goals and objectives.

Therefore, the Enrollment Management Unit (EMU) is committed to developing and implementing an effective enrollment management structure that will improve the effectiveness, efficiency, and focus of the institutional strategy enrollment management plan. The EMU will utilize technology and marketing strategies to ensure the success of the strategic plan. The EMU will also develop and implement outcome assessment models and effectively utilize the student information system to make data-based decisions.

The committee also recommended including an additional goal that would focus on marketing and website development.

The meeting concluded at 5:03 PM