Committee Members Present:  Dr. Lesley Di Mare  
Mr. Lee Young  
Dr. Larry Rudd  
Mr. Kavon Jones  
Dr. Gregory Robinson  
Ms. Patricia Ring  
Ms. Kate Hahn

Committee Members Absent:  Mr. Buster Neel  
Dr. Tony Scinta  
Ms. Jan Saulpaugh  
Mr. Adeste Sipin  
Ms. Ashley Sylvester

The meeting began at 12:06 PM

1. **Review and assess Goals 3-5**

The committee reviewed the strategies and tactics of Goals 3-5.

**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 with the local community celebrate and welcome persons of all identity and background to NSC and the greater region and move the College towards the fulfillment of its Academic Plan.

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
- Increasing the number of faculty from underrepresented groups on search committees
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- Advertise positions in publications utilized by diverse and underrepresented populations
- Explore opportunities with CETYS University for immersion, faculty and cultural exchanges
- Institutionalize Develop and fund 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
- Continue to support the Promise Scholarship for middle school students

STRATEGY 3.2
Promote partnerships with statewide, regional and national constituencies

TACTICS
- Pursue funding for The Joel and Carol Bower School-Based Health Center (SBCH)
- Continue offering distance learning educational opportunities through School of Education 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)
- Continue to pursue collaborative projects with the City of Henderson libraries
- Collaborate with CCSD to provide teachers with in-service training opportunities
- Concurrent with Technology Fellows Program, develop and promote “green” 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 a Post-Baccalaureate Certificate in Educational Technology from the curriculum for the Technology Fellows Institute

Comment [SA1]: Larry to follow up with Rene on rewording statement

Comment [SA2]: Revised statement from Buster

STRATEGY 3.3
Develop a comprehensive Campus Master Plan that serves as a catalyst for partnerships and sustainability in the 21st century

TACTICS
- Advance our physical master plan through public-private partnerships

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- Secure funding for the nursing, education and student services buildings in partnership with the NSC Foundation Board of Trustees
- Promote “green” development and sustainability through partnerships with City of Henderson, Chambers of Commerce, local advocates and members of the NSC Foundation Board of Trustees
- Pursue a “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
- 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
- Initiate the Tax Increment District in partnership with the City of Henderson

**STRATEGY 5.1**

*Achieve optimum student enrollment by utilizing the student data system to effectively recruit new/former students and retain current student thereby increasing retention, persistence and graduation rate*

**TACTICS**

- Develop enrollment management goals and strategies that improve the student experience and promote academic success
- Develop and analyze historical admissions reports (by week) to determine admissions trends for new freshmen and transfers by: high schools, community colleges, colleges and/or universities
- Achieve optimum student enrollment by accounting for: desired student demographics; academic program demands and capacity; facilities; funding matrix; and revenue generating capacity as related to the institution’s mission and core values
- Use SAT and/or ACT Student Data Reports to enhance the pool of qualified freshman applicants
- Utilize the Phi Theta Kappa Community Honors Program to recruit high achieving transfers
- Develop an aggressive and contemporary marketing/advertising campaign that highlights the various “benefits and opportunities” available to current and perspective students
- Utilize the student data system to address the needs/concerns of “at risk” students. (i.e., poor academic standing, financial concerns, personal challenges, lack of student engagement, etc.,)
- Utilize the student data system to identify, acknowledge and track high achieving students.

*Comment [SA3]: Include in Goal 6*
• Increase communications between the Office of Student Financial Services and Scholarships and all students to inform them of programs and services that may help them meet the cost of attending college.

• Implement various recommendations and programs developed by the Retention Committee to address retention, persistence and graduation concerns and challenges

STRATEGY 5.2

Increase the level of customer service provided to our students, their parents/guardians and other stakeholders

TACTICS

• Review and assess the College’s Articulation and Two Plus Two Agreements to ensure a seamless transition for transfer students

• Review and assess the effectiveness and functionality of current institutional and office policies and procedures that impact student enrollment

• Optimize financial opportunities by reducing institutional cost and expenses in order to generate increased revenue

• Develop and implement programs and services (i.e. mentoring programs) that increase student engagement with faculty, staff and other students

• Extend the institution’s hours of operation for students to meet with college representatives

• Employ highly qualified staff, faculty and administrators to develop, implement and maintain the goals and objectives of the strategic enrollment plan

STRATEGY 5.3

Increase collaboration and engagement within key units, offices and targeted external agencies that impact student enrollment

TACTICS

• Increase collaboration and engagement within key units, offices and targeted external agencies that impact student enrollment

• Develop and maintain strong collaborations and/or partnerships with external stakeholders that support the mission of the college and create co-ops; internships, and scholarships opportunities for students

• Implement a communication campaign to convey the College’s enrollment management goals and objectives to the campus, alumni, and external supporters

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• Articulate the “competitive advantages” of the institution to students, their parents/guardians, faculty, administrators and external agencies

• Maintain “good working relationships” with major feeder high schools, community colleges and workforce development agencies to facilitate the enrollment of future students

2. **Discuss listing challenges**

   The committee discussed including challenges in the plan. Dr. Di Mare and Mr. Young will develop a list on challenges for the committee to review. The committee will submit recommendations to Mr. Young.

3. **Discuss including an overview of the state of Nevada and our state-wide mission**

   The committee briefly discussed including an overview of the state of Nevada and the state-wide mission in the plan. Dr. Di Mare will seek input from President Maryanski regarding this idea.

The meeting concluded at 1:17 PM