

**Minutes of the Long Range Planning Committee meeting Thursday, November 5, 2015,
APPROVED by the Committee January 7, 2016**

The Vermont State Colleges Board of Trustees Long Range Planning Committee conducted a meeting Thursday, November 5, 2015 at the Office of the Chancellor in Montpelier, Vermont.

Committee members present: Jerry Diamond (Chair), Lynn Dickinson (by phone), Kraig Hannum, Church Hindes, Tim Jerman, Karen Luneau (Vice-Chair), Martha O'Connor

Other Trustees: Jim Masland

From the Chancellor's Office: Elaine Sopchak, Executive Assistant to the Chancellor
Jeb Spaulding, Chancellor
Yasmine Ziesler, Chief Academic & Academic Technology Officer

College Presidents: Joe Bertolino, Elaine Collins, Joyce Judy, Dan Smith (by phone),
Dave Wolk (by phone)

From the Colleges: Tess Conant, VSCUP, Lyndon State College

Chair Diamond called the meeting to order at 1:05 p.m.

A. ITEMS FOR DISCUSSION AND ACTION

1. Approval of the Minutes of the October 8, 2015 Meeting

Trustee Hannum moved and Trustee Jerman seconded the approval of the minutes. The minutes were approved unanimously.

Roll call vote:

Trustee Diamond	Yes
Trustee Hannum	Yes
Trustee Hindes	Yes
Trustee Jerman	Yes
Trustee Luneau	Yes
Trustee Dickinson	Yes

Trustee O'Connor informed the Committee that Trustee Pelletier has retired from the Board, and Trustee Dickinson was appointed to be a member of this Committee.

B. ITEMS FOR INFORMATION AND DISCUSSION

1. Revision of VSC Mission, Vision, and Strategic Priorities as well as Metrics to Measure Progress

Chancellor Spaulding introduced Chief Academic Officer Yasmine Ziesler, who briefly explained the suggested revisions to the mission and vision statements. Trustee Hindes remarked that the limited amount of revisions points to the durability of the mission statement as originally written. Dr. Ziesler stated that the suggested revisions reflect shifts in strategic direction the chancellor and Board have been discussing. Trustee Hannum stated that the sixth item in the vision statement will be the focus of the upcoming work of the Board and the system.

Trustee Jerman made a motion to recommend the revised mission and vision statements to the full Board. Trustee Hannum seconded. The motion was approved unanimously.

Roll call vote:

Trustee Diamond	Yes
Trustee Hannum	Yes
Trustee Hindes	Yes
Trustee Jerman	Yes
Trustee Luneau	Yes
Trustee Dickinson	Yes

Chancellor Spaulding shared an example of the work that will be involved in becoming a more interconnected system, describing the nursing programs offered at both Vermont Tech and Castleton. Vermont Tech's program involves online components, while Castleton's program plans to begin offering online delivery combined with low residency. Both colleges have agreed on ways to move forward. Chair Diamond noted that the Board will want to consider whether these kind of somewhat duplicative programs are acceptable. Chancellor Spaulding noted that varying delivery methods provide a layer of complexity to this conversation. As situations arise we will have to work through them case by case.

Chancellor Spaulding handed out to the Committee newly created marketing pieces that promote the programs offered at all of the colleges and highlight pathways into college for high school students.

Chancellor Spaulding inquired of the presidents whether and how connected classrooms exist at the colleges. Community College of Vermont President Joyce Judy shared that this already happens between CCV's smaller academic centers. It works and is a viable option. She noted that there are also big differences between online courses offered from school to school and suggested that Board members take an online course to experience it. Connected classrooms are not currently in use at Castleton, Johnson State, or Lyndon State. Vermont Tech has invested in a network of interactive classrooms in multiple sites across the state, and they are exploring sharing the investment with Lyndon State. Vermont Tech also has memoranda of understanding with several tech centers. Its nursing program is based on this model. Chancellor Spaulding suggested that running small courses could be more successful if this functionality could be expanded to Castleton, Johnson, and Lyndon.

The Committee discussed the draft of the system's six strategic priorities. Chair Diamond requested that the language of the newly revised mission be included in the document. Chancellor Spaulding stated that faculty and staff were surveyed because it would be valuable to get their input. The challenge now is to distill the many recommendations into two additional strategies per priority. Trustee Hinds suggested that staff bring a final proposed set of priorities and strategies back to the Committee at its January 7, 2016 meeting. He stated it is remarkable how seriously faculty and staff took the survey and provided constructive ideas. Chancellor Spaulding confirmed that staff will present four strategies for each priority in order to begin creating metrics. The Committee generally agreed on the six priorities presented. Trustee Luneau commended staff for the extent of outreach and response. Chair Diamond requested that staff share the survey responses with faculty.

2. Possible Incentives to Encourage and Support System Collaboration
3. Update on Possible Renaming of the VSC and Survey Responses

Chancellor Spaulding informed the Committee that an article containing inaccuracies regarding the renaming process ran in the Rutland Herald, and was picked up and expanded upon by the AP and consequently other media outlets. He appeared on WDEV to correct the inaccuracies, and VPR ran a subsequent report with more clarity.

Trustee Luneau stated she believes it is worthy of the Committee's time to consider a name change. Trustee Masland stated that the suggested names are not appealing; a new name must be something the Board can really support. Trustee Jerman said the Committee needs to closely study the survey answers. Trustee Hannum said he is still considering whether a name change is necessary. Trustee Dickinson agreed that the names suggested are not appealing. Trustee Hinds stated that the discussion is necessary but must end soon and the Board must make a decision. Chair Diamond shared that he preferred the name Vermont State Colleges. He suggested not

changing the name now and see how other work the Board is undertaking succeeds before making a decision to rename.

Chancellor Spaulding agreed that it is not essential to change the name to work on becoming a stronger system, and that none of the names are very appealing. President Smith observed that feedback received does not make it seem like the conversation needs to continue longer. President Judy emphasized that the identity of our institutions is more important than the identity of the system. Chancellor Spaulding noted that even just having the conversation is an opportunity to bring the VSC to the attention of the public. President Collins asked for clarification whether the conversation is about branding the colleges or branding the system. She asked whether rebranding a system is directly relational to increased retention and completion. The chancellor and several trustees stated it is both. President Bertolino stated that rebranding of the message of the system is far more important than changing the name. He suggested the Committee either leave it alone or make a big statement with a new name, but that they must move on. President Wolk observed that the survey responses don't have a critical mass of people who want to change the name. He noted the term "college" is an inclusive term. Trustee Luneau stated that the timing may not be right, and suggested the conversation about renaming happen at the end of the planning and work the Board is beginning to undertake. Chair Diamond will make a recommendation to the Board on the behalf of the Committee to keep the name of the system the same.

Chair Diamond asked that the agenda for the January 7, 2016 meeting include the topic of incentivizing the colleges to collaborate.

4. Update on AGB Consulting Project

President Bertolino updated the Committee on the ongoing AGB consulting project. Rick Beyer of AGB has visited twice each with Castleton, Johnson, Lyndon, and Vermont Tech, and will return in mid November. The meetings have been unique to the colleges and reflected the identity of each institution and its challenges and opportunities. While the challenges are somewhat similar, the solutions may be unique depending on the populations each college serves and the curricula they provide. The third set of meetings will include initial observations, analysis, and recommendations for each of the colleges. A report specific to each college, and a report for chancellor regarding interconnectedness, will be submitted by the winter holidays. A draft will be completed in November. Rick Beyer can be in Vermont on December 3rd and can review the report with the Board at that time.

5. Other Business
6. Comments from the Public

There was no other business or comments from the public.

Trustee Luneau made a motion to enter executive session pursuant to 1 V.S.A §313(a)(3) to consider the appointment or employment of a public officer with the understanding that no decision on appointment or employment will be made except in open session. Present in the executive session shall be the Committee members, any present Board members not on the Committee, and the Chancellor. Trustee Hindes seconded the motion.

Roll call vote:

Trustee Diamond	Yes
Trustee Hannum	Yes
Trustee Hindes	Yes
Trustee Jerman	Yes
Trustee Luneau	Yes
Trustee Dickinson	Yes

The decision was unanimous. The Committee entered executive session at 2:57 p.m. The Committee exited executive session at 3:25 p.m. and took no further action.

The meeting adjourned at 3:25 p.m.