I. Welcome

President Nickel welcomed the committee and thanked members for their participation and commitment to the strategic planning process for Georgia Southern University.

- Talked briefly about the Wildlife Center on the Statesboro campus and its rapid growth over the years, highlighting their “can-do” attitude as a marker for success.
- Re-emphasized the importance of creating a “living, breathing” document that is relatable and usable to every employee or future employee of the university.
- Upon successful completion of the strategic plan, each employee should understand how the plan relates to them individually and what roles they play in the implementation of plan objectives. Committee members should also be able to identify their role and involvement in the plan.

Provost Reiber asked committee members to focus on the goals of the committee and not be distracted by the normal “ups and downs” of university operations.

- Stay idealistic, forward thinking, and try to think “outside of the box,” focusing on the future of Georgia Southern University as we set the groundwork for the next generation.

II. Introductions

Co-chair Julie Gerbsch asked members to introduce themselves by sharing their name, profession, and history with the university.

III. Update from the Provost

Provost Reiber updated members on the status of the Master Plan Steering Committee as well as department and college level strategic plans.

- The Master Plan Steering Committee is currently working with a consulting firm to evaluate the university’s infrastructure. They will eventually provide us with the results of their evaluation as well as work with us to determine future needs.
Early in Dr. Reiber’s arrival as Provost, Deans were asked to create a strategic plan for their respective colleges, to include their vision for individual departments and overall mission. Our committee will need to integrate their goals into our strategic plan and keep them informed of our decisions and progress as well.

IV. Q&A with President Nickel and Provost Reiber

- **What are the main differences between the Master Plan Steering Committee and the Strategic Planning Steering Committee?** The prior is focused on campus facilities, while we are focusing on academic success and research needs. Our strategic plan will help the Master Plan Steering Committee determine the infrastructure needed to support our objectives.
  - Dr. Reiber noted that our campuses do not end at the streets that border them, but stretch out into their surrounding communities. We are a “community engaged university” and the Master Plan Steering Committee will incorporate this ideal into their plans.
- **How will the climate survey play into our committee?** Dr. Damon Williams is spearheading this endeavor and will reach out to us after he evaluates the “temperature” of the university campuses.
- **How will the deans’ strategic plans fit into our strategic plan?** They will inform some aspects of our plan, and we should think of them as building blocks, where our plan is supported by the goals of each college and every department within those colleges.

V. Brainstorming Session

Co-chair Helen Bland kicked off a 30-minute brainstorming session, in which committee members began identifying smaller, “bucket” ideas to fit under the major “buckets” established in last week’s meeting.

- **Six “Big Buckets”** were created from a mix of sources including the Portland State University strategic plan, University of North Georgia strategic plan, and committee input from our last meeting.
- Members collectively identified key tactics to place under each major bucket.
- Helen and Julie reviewed and shared the results of the session with committee members.

**Action Items:**
- Begin to think about which “Big Bucket” you want to work on and who can join you on your ad hoc groups.
- Start thinking about your connections in the community and how you/we can engage them in this work, building bridges between them and the university.
- Meetings this semester will be on Mondays from 10 to 11:30 a.m. on both the Armstrong and Statesboro campuses. Meetings will be connected via WebEx.