

Office of Executive Director of Institutional Effectiveness and Human Resources

WHAT: Minutes – University Strategic Planning Team Meeting

WHEN: 3:00–4:30 PM, June 11, 2025

WHERE: Pierce Conference Room or via Microsoft Teams for remote participants.

INVITED ATTENDEES:

President: James T. Genovese

Executive Vice President & Chief of Staff: Dr. Drake Owens

Executive Vice President & Provost: Dr. Greg Handel

Vice President, The Student Experience: Reatha Cox (absent)

Executive Director, Economic Development & Advancement: Laurie Morrow

Executive Director, University Affairs: Jennifer Kelly (absent)

Executive Director, Institutional Effectiveness & Human Resources: Veronica Biscoe

Chief Financial Officer: Rodney Wilson

Chief Information Officer: Ron Williams

Chief Marketing Officer: Cole Gentry

Dean, College of Arts & Sciences: Dr. Francene Lemoine

Dean, Gallaspy College of Education & Human Development: Dr. Neeru Deep

Dean, College of Nursing & School of Allied Health: Dr. Aimee Badeaux (absent)

Dean, School of Business: Dr. Greg Handel

Dean, Graduate School: Dr. Mary Edith Stacy

Director, Intercollegiate Athletics: Kevin Bostian (absent)

Director, Culture & Climate: Brittany Blackwell Broussard

Director, Institutional Effectiveness (DIE): Frank Hall

Faculty Senate President: Dr. Frank Serio

Research Council: Dr. Betsy E. Cochran

Director, Institutional Research: Dawn Mitchell

Community/Public Service: Steven Gruesbeck

SACSCOC Writing Team: Dr. Christopher Gilson

Student Government President: Madysen Morgan

Agenda:

❖ **Key Dates.** The DIE noted the following AC 2024-2025 IE Model Calendar Key Dates:

- 11 Jun 2025 Strategic Planning Team Meeting
- 12 Jun 2025 University Assessment Committee Meeting
- 20 Jun 2025 AC 2024-2025 Program/Unit Assessments due,
 - Core Competencies Due
 - Strategic Plan - Focus Areas and Special Topics Input Due
- 02 Aug 2025 Update IE Website
- 06 Aug 2025 Strategic Planning Team Meeting

Prepared by: Frank R. Hall

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- 07 Aug 2025 University Assessment Committee Meeting
 - 05 Sep 2025 [Input due for AC 2023 – 2024 President's Brief](#)
 - 17 Sep 2025 [AC 2023-2024 Strategic Plan Assessment Brief to President](#)
 - 18 Sep 2025 AC 2023 – 2024 Strategic Plan Assessment Document Published
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- ❖ **Assessment Cycle 2024-2025 – Making a Difference:** Annual Report Update. The Director of Institutional Effectiveness (DIE) reviewed assigned writing tasks and submission deadlines, emphasizing that Strategic Focus Area (SFA) owners should schedule time with Dr. Betsy Cochran to review progress in their respective areas.
 - ❖ **Academic Program, Core Competency, and Unit Assessment Tracker Update.** As of the meeting date, the University had completed 46% (76 out of 166) of the required assessments. As of noon on June 13, 2025, the University is at 60% 99/166.
 - ❖ **AC 2023–2024 Assessment Process – Lessons Learned.** The DIE summarized the strengths and areas needing improvement from the current assessment cycle.
 - ❖ **Assessment Routing and Approval.** Due to organizational changes, the DIE clarified the process for routing assessment reports, including the roles of the author, the appropriate approver, and the DIE's responsibility for cataloging reports.
 - ❖ **SRC SACSCOC Policy Review.** The DIE discussed the background and the status of the policy development initiative. Participants were encouraged to review the related documents in the zipped folder (attachment 05) and submit feedback. These policies support SACSCOC requirements and are provided to promote awareness amongst those who work within the scope of the policy.
 - ❖ **SRC Differentiated Review Update.** The DIE provided a brief update. Dr. Drake Owens, Chief of Staff, announced two upcoming Presidential Leadership Team meetings scheduled for September 9, 2025, and November 11, 2025. A preparatory workshop will precede the first meeting.
 - ❖ **SACSCOC Differentiated Review – Milestones.** The DIE provided an overview of the more significant milestones in the review process. Highlighted the SACSCOC Vice President, Dr. Milton's visit in November 2026.
 - ❖ **Northwestern IE Model Timeline.** The DIE presented an update on the University's Institutional Effectiveness model timeline.
 - ❖ **Meeting adjourned at 3:50.**

The next SPTM meeting is on August 6, 2025, in the Pierce Conference Room.