

Office of Executive Director of Institutional Effectiveness and Human Resources

WHAT: Minutes – University Strategic Planning Team Mid-Year Brief

WHEN: 3:00 - 4:30 – March 18, 2026

WHERE: Pierce Conference Room or via Microsoft Teams for those unable to attend on campus.

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

Executive Director, Economic Development & Advancement: Laurie Morrow

Executive Director, University Affairs: Jennifer Kelly

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

Dean, School of Business: Dr. W. Scott Wysong IV

Dean, Graduate School: Dr. Mary Edith Stacy

Director, Intercollegiate Athletics: Kevin Bostian

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 Director of Institutional Effectiveness (DIE) highlighted the following AC 2024-2025 IE Model Calendar key dates:

18 Mar 2026	SFA - Program-Unit Mid-Year Update	Caspari (HCR)
08 Apr 2026 (CANX)	Strategic Planning Team Meeting	Caspari (HCR)
09 Apr 2026 (CANX)	University Assessment Committee Meeting	Caspari (HCR)
10 Apr 2026	Student Achievement Info due – update Website	
10 Jun 2026 (NEW)	Strategic Planning Team Meeting	Caspari (HCR)
11 Jun 2026 (NEW)	University Assessment Committee Meeting	Caspari (HCR)

Prepared by: Frank R. Hall

Office of Executive Director of Institutional Effectiveness and Human Resources

19 Jun 2026

AC 2025-2026 Program/Unit Assessments due
Core Competencies Due
Strategic Plan - Focus Area Input Due

Submit to DIE
Submit to DIE
Submit to DIE

- ❖ Assessment Cycle 2025-2026 – Leading the Way: Mid-Year Brief. The Strategic Planning Team presented the Mid-Year Brief for Assessment Cycle (AC) 2025-2026, Leading the Way, to the President. This brief establishes the foundation for the annual assessment of the Strategic Plan and informs the President’s Key Findings Brief scheduled for September 23, 2026. The following topics were addressed:
 - **Mission, Vision, Core Values**
 - **President’s Priorities**
 - **Strategic Focus Area and supporting activity (ies) update.**
 - **Assessment Tracker Mid-Year verification.**
 - **Student Achievement Criteria Approval and website update.**
 - **Academic Program, Unit, and Core Competency update.**
 - **SRC Differentiated Review Report Timeline.**
 - **Northwestern IE Model Timeline.**
 - **Questions—Discussion.**
- ❖ The President shared a recent modification to the Strategic Plan structure. Pursuant to State guidelines, the University reduced the number of Strategic Focus Areas from six to five. This reduction was implemented by merging the Cultural Competence Strategic Focus (SFA) into the Student Experience Strategic Focus Area. This realignment improved efficiency and avoided duplication, as the Cultural Competence metrics already were aligned and captured within the Student Experience data set.
- ❖ The DIE emphasized the following requirements for coordinators and senior leaders when reviewing academic and unit assessment reports:
 - Naming convention matches what is on the Assessment Tracker
 - Ensure the report is accessible (Microsoft Word checker – headers for navigation)
 - Submit the reports in Word
 - Master's degrees go to Dr. Stacy
 - Follow the University format
- ❖ Dr. Cochran will begin disseminating the templates for the annual assessment report during the second week of April. Strategic Focus Area (SFA) owners should ensure their metric tables accurately reflect what is being measured this year. Special topic area contributors, please review your submissions from last year and consider how you will approach your input for this cycle.

Office of Executive Director of Institutional Effectiveness and Human Resources

- ❖ As part of the SRC Differentiated Review Report Timeline update, the DIE expressed appreciation to members of the Strategic Planning Team for their continued contributions in providing evidence to support the University's compliance with SACSCOC standards.
- ❖ The Mid-Year Brief will be posted to the Strategic Planning by Year tab on the IE website.
- ❖ Meeting adjourned at 3:50.

The next Strategic Planning Team Meeting (SPTM) is scheduled for June 10, 2026, in the Pierce Conference Room.