

Meeting Minutes
Strategic Planning Task Force
Wednesday, March 4, 2020
12:30 pm – 2 pm
Founders Hall – Noyes Building

Task Force members in attendance: Carson Howell (co-chair), Stacey McIff (co-chair), Jacob Thomas, Fernando Montano, Janalee Jeffrey, Lisa Jones, Ben Scheffner, Katie Justesen, Teri Clawson, Emily Peterson, Karen Johnson, Barbara Dalene, Paula Robison, Melanie Jenkins, Andy Nogasky, LaFaun Barnhurst, Jay Olsen, Garth Sorenson, Matt Green, Jeff Serrine, Larry Smith, Marci Larsen, Paul Tew, Kade Parry, Mike Brenchley

Absent: Michael Huff, Jeff Reynolds, Alex Peterson

Others in attendance: Beckie Hermansen, Ryan Yorgason

Welcome and Introductions: Carson called the meeting to order and introduced Beckie Hermansen and Ryan Yorgason. Beckie is Snow College's director of institutional research, and she has been working with stakeholder groups to develop and distribute surveys. Beckie will continue to help with the gathering of data. Ryan is Snow College's new IT project manager. Once strategies are identified, he will help with establishing benchmarks and timelines.

Presentation of Stakeholder Feedback: Beckie discussed the results of the surveys. As of 10:30 am on Wednesday the survey had been distributed to 10,255 known contacts, which does not include those who received the survey via iPad or an online link. There have been 1,782 survey responses. Surveys were sent to the following groups:

- Parents: 913 responses
- Students: 563 responses
- Faculty/Staff: 179 responses
- Local Community/Alumni: 61 responses
- K16 Education: 3 responses
- External stakeholders (Government, employers, donors): 61 responses

Each group designed its own survey questions, but every group's survey included the following questions:

- Snow College is comparable in quality to other technical and four-year colleges and universities.
- Access to a Snow College education is available to anyone.
- Snow College gives students a valuable experience for the price they pay.
- I feel a connection to Snow College (the student survey did not include this question).

An overwhelming majority of respondents agreed or strongly agreed on each of these questions. Beckie said that with 1,782 responses (to date), the survey has a very high confidence rate. A survey of this size with 624 responses would have a 99 percent confidence rate. Groups were asked to wrap up their surveys by March 15.

Identifying Themes: Stakeholder groups received copies of their survey report and comments. They were asked to identify up to six common themes found in the responses and

provide those to Beckie. Stakeholders were asked to submit their themes to Beckie by this Friday, March 6. She will use these themes to conduct a text analysis of the survey results. The following themes were identified (each check mark indicates one additional group that mentioned this theme):

- Technology (website, wifi, online courses) ✓✓✓
- Services – medical, transfer, food, housing, graduation ✓✓
- Scholarships ✓✓
- Activities/student life ✓
- Marketing ✓
- Quality of faculty & staff ✓
- Connections with community, parents ✓
- CTE
- Diversity
- Communication
- Safety
- Maintain what we do well (class sizes)
- Student soft skills
- Non-traditional/evening classes
- Tuition

Upcoming Meetings: On March 11 and 18, we will be meeting in our subcommittees at the following times and locations:

- Accessibility: BUSB Conference/SVC 206 – 1:30 pm
- Affordability: BUSB 148/Jeff Sirrine's office – 12:30 pm
- Quality: BUSB 102/Richfield Board Room – 12:30 pm

Each subcommittee will look at the themes and comments from the stakeholder groups and come up with a list of strategies. These strategies must be sent to Emily by Monday, March 30, at noon. If subcommittee members will be gone for Spring Break, it would be good to submit the strategies by Friday, March 20.