Gateway Strategic Planning Development Committee
(Formerly Outcomes Committee)

12 September 2017

The Committee met on 1 June 2017. Members Mr. Joe Creaghead, Mr. Paul Whalen, and Dr. Julie Smith-Morrow were present. Dr. Fernando Figueroa and Board chair Mr. Ken Paul were also present.

The Committee discussed the best way to select key metrics to report in a dashboard format. By reporting on key data associated with an approved Diversity Plan, Performance Based Funding requirements, Strategic Enrollment Management Plan, institutional financial indicators, as well as the five planks of the KCTCS and GCTC Strategic Plan, we may provide meaningful information to Board members and the community but avoid getting lost in data. There was general agreement about using this broad approach to developing a dashboard report. The dashboard format is drafted and, while refinement will be ongoing, the Committee expects periodic reporting as soon as data is available. No new data was presented at this meeting. Dr. Figueroa plans to have GCTC finance and data directors (Jamie Younger and Steve Popple, respectively) attending the next meeting, set for 8 August 2017.

The Committee met again on 8 August 2017, with members Mr. Daniel Ridley, Mr. Joe Creaghead, Ms. Ivy Velez and Dr. Julie Smith-Morrow attending. Dr. Fernando Figueroa, Board chair Mr. Ken Paul, and GCTC staff Mr. Jamie Younger and Mr. Steve Popple were also present.

The Committee focused on discussing a draft model for viewing the intersection of the Gateway Strategic Plan's five key planks with measures for the KCTCS Strategic Plan (KCTCS StP), Performance Based Funding (PeBaFu), CPE Strategic Agenda (CPE StrAg), gateway Strategic Enrollment Plan (SEM) and benchmarking (Benchm) with other KCTCS colleges. The five planks include:

1. Strategically position Gateway Community and Technical College within the comprehensive educational landscape of the Northern Kentucky/Greater Cincinnati Region;
2. Develop innovative opportunities for flexible, affordable, and personalized learning;
3. Develop comprehensive customizable and fluid educational pathways that are relevant and responsive to dynamic needs of the region;
4. Cultivate an experiential, collaborative and supportive learning environment that pursues diversity, thrives on innovation and contributes to a connected community; and
5. Strengthen long-term institutional growth and stability.

Measures for Planks 2, 3 and 4 are already well developed. Associated with Plank 2, for example, are measures that could be both informative and responsive to KCTCS StP, PeBaFu, CPE StrAg, GCTC SEM, and benchmarks to other colleges including affordability, applicant matriculation rate, dual credit matriculation, and credit hour conversion. We discussed about which financial data to integrate into the dashboard, such as community and business support. Dr. Figueroa asked for suggestions on which key indicators could be important for Planks 1 and 5.

It is anticipated that measures will be staggered as they are required, for example by KCTCS, at varying times. Therefore, reports to the Board will be provided as the information is available, likely on a quarterly basis. The intrinsic rolling nature of data availability will be beneficial and provide an opportunity for Dr. Figueroa and staff to discuss various aspects of Gateway's performance with the Board during our meetings.

Submitted by Julie Smith-Morrow, Committee Chair