I. CALL TO ORDER
The Cameron University Long-Range Planning Committee met on Monday, April 13, 2009. Chair Mary Penick called the meeting to order at 3:30 p.m. in Room 104 of the Student Union.

II. ROLL CALL
Present: Syed Ahmed, Carla Guthridge, James Heflin, John Hodgson, Monika Linehan. Chair Mary Penick presided. Also in attendance was Associate Vice President Sylvia Burgess.
Absent: David Fennema, Courtney Glazer, Chris Keller, Anton Wohlers.

III. APPROVAL OF MINUTES
Committee members reviewed the minutes of the March 9, 2009 meeting. James Heflin moved that the minutes of the March 9, 2009 meeting be approved as printed. John Hodgson seconded the motion. The motion carried unanimously.

IV. NEW BUSINESS
Chair Penick introduced guest speaker Associate Vice President Sylvia Burgess, who had been asked to address Cameron’s changing student population.

Associate Vice President Burgess began by distributing a handout that contained excerpts from the Lawton-Fort Sill Regional Growth Management Plan (RGMP) for 2009. She prefaced that it is easier to estimate the impact of Lawton-Fort Sill growth on education in K-12 than at the college level due to several factors, including the education level of incoming population, education requirements of spouses, and concurrent enrollment of incoming high school students. She noted that the RGMP only touched on higher education.

Associate Vice President Burgess stated that based on preliminary estimates, the impact of BRAC on Lawton and southwest Oklahoma would include an additional 23,000 persons in the next 10 years, with 60 percent of those arriving by 2014. 1,500 new soldiers have already arrived, with 900 more expected to arrive in the Summer of 2009. Many of these are bringing families. A multiplier effect will be seen; as more soldiers arrive, civilian contractors will also come.

The RGMP identifies serious physical, social, and economic infrastructure needs (e.g., roads, sewage) arising from the expected growth, which will require additional funds. Over the next 5 years, a vast amount of money will be put into Fort Sill to support the new growth and missions. This is important because Fort Sill has a huge, positive impact on the economy of Lawton and southwest Oklahoma, which has seen a gradual decline over the past 15 years.

The RGMP displays the results of the Southwest Oklahoma BRAC Instructional and Training Needs Survey, listing actual associate/vocational, undergraduate, and graduate education needs. It also lists other courses identified as desired but not available. Associate Vice President Burgess noted some discrepancies in this list, as Cameron does offer several of these courses, including science, history, and psychology/sociology.

The RGMP lists a variety of training needs required by defense contractors relocating to southwest Oklahoma to support military operations at Fort Sill. Defense contractors will relocate senior management and highly skilled personnel as well as hire new personnel with Patriot experience. Furthermore, the Lawton Chamber of Commerce is trying to attract skilled labor from other states to draw in new industries. Currently, Cameron provides an education enrollment program for laid-off Halliburton personnel, who receive unemployment for 2 to 5 years if they participate in a degree training program. Associate Vice President Burgess emphasized that Cameron needs to hone existing programs or develop new programs to meet the needs of these industries.
Associate Vice President Burgess stated that Cameron can expect a significant increase in enrollment, as much as 10 percent, as Lawton’s and southwest Oklahoma’s population grows. Our enrollment is strongly impacted by what happens at Fort Sill.

Chair Penick asked what the Long-Range Planning Committee could do to prepare Cameron for this growth.

Associate Vice President Burgess responded that along with offering a broad liberal arts understanding, Cameron must focus on the list of needs of known contractors. We must offer more programs that prepare students for where there are jobs and possibly eliminate programs that have little demand. Taxpayers are asking what we are training people to do. The time of having an institution that “is all things to all people” is shrinking. We must analyze ourselves and ask whether we are helping our graduates. However, we must continue to offer the arts, as industries are also looking for cultural programs.

Associate Vice President Burgess continued that a self-study would be telling. Cameron needs to analyze what we offer and whether we are meeting our students’ needs. We need to determine how many branches we have that are not finding jobs. She suggested that the Training Needs Survey in the RGMP handout would be a good place to start this analysis.

Furthermore, Associate Vice President Burgess stressed that while we do a good job of providing our students with knowledge, we do not polish our students. We do not graduate leaders. Our students require public speaking and leadership ability. She emphasized that if we build our students’ confidence and ability to sell themselves as leaders, it would have a phenomenal impact on Cameron. James Heflin stated two concerns. First, he noted that although online education is the weakest application, it is increasing. He asked how we can “polish” online students? Second, he agreed there is a need to build leadership skills on campus and that students are unable to relate to one another. Chair Penick agreed that students must be able to communicate well and have the ability to sell knowledge. Associate Vice President Burgess noted that the Plus Scholars are polished, while a majority of others are not.

Carla Guthridge mentioned the need for students to develop simple skills such as how to dress for a job interview. She stated that her department is revising its PQIR objectives to include communication skills.

John Hodgson brought up two additional issues: tardiness and plagiarism. He noted that the inability of students to arrive to class on time will carry over to their future career and that tardiness will not fly in the corporate world. Furthermore, he stated that we are too soft on plagiarism, which is an ethical violation and translates to fraud in the business world. When students plagiarize they are not learning anything. Chair Penick added that she has heard complaints from a representative from Dell that employees do not arrive on time.

Syed Ahmed suggested that these issues be brought to the attention of Cameron’s job placement service and could be addressed in workshops. These workshops could even be offered as weekend classes. Carla, however, thought there could be a problem getting students to attend. She suggested there might be more interest if students, perhaps graduate students, taught undergraduates how to be successful. Associate Vice President Burgess suggested the use of mock interviews and video interviews to help students develop their communication skills. Finally, Carla stated that to motivate students, she informs freshmen in her major that she begins writing their letter of recommendation during their first semester, changing it according to their performance over the course of their stay at Cameron.

Chair Penick concluded the meeting, noting that this was the final meeting of the year and that next year Chris Keller would serve as chair of the Long-Range Planning Committee. She thanked everyone for their service on the committee and called for questions.

V. ADJOURNMENT

Syed Ahmed moved to adjourn the meeting. John Hodgson seconded the motion. The meeting was adjourned at 4:30 p.m.
VI. NEXT MEETING

The Long-Range Planning Committee will meet again in the Fall of 2009.

Respectfully submitted,
Monika Linehan
Secretary, Long-Range Planning Committee