I. CALL TO ORDER

The Cameron University Long-Range Planning Committee met on Wednesday, November 14, 2007. Chair Mary Penick called the meeting to order at 3:30 p.m. in Room 104 of the Student Union.

II. ROLL CALL

**Present:** Chair Mary Penick presided. Sylvia Burgess, Jim Lambert, Monika Linehan, Sherry Reynolds, Ted Snider.

**Absent:** Syed Ahmed, Carla Guthridge, Tony Wohlers.

III. APPROVAL OF MINUTES

Committee members reviewed the minutes of the October 10, 2007, meeting. Jim Lambert moved that the minutes of the October 10 meeting be approved as written. Sherry Reynolds seconded the motion. The motion carried unanimously.

IV. ONGOING BUSINESS

Chair Mary Penick stated that at the October 10 meeting, the Long-Range Planning Committee suggested 15 items of importance to the future of Cameron. She asked the committee to prioritize these items at today's meeting and noted that some of the items are similar in nature and could be combined. She suggested individual members could take the lead on researching those items prioritized as most important. Chair Penick then asked committee members to state their top two priority items.

- Sylvia Burgess: 1) psychological counseling for students and 2) Elder Hostel
- Sherry Reynolds: 1) psychological counseling for students and 2) achieving classroom excellence
- Jim Lambert: 1) achieving classroom excellence and 2) Elder Hostel
- Ted Snider: 1) BRAC effect on enrollment and 2) BRAC and continuing education (Chair Penick suggested these could be combined)
- Monika Linehan: 1) achieving classroom excellence and 2) BRAC effect on enrollment
- Mary Penick: 1) BRAC effect on enrollment and 2) BRAC and continuing education (combined)

Discussion regarding these prioritized items ensued.

**Achieving classroom excellence.** Jim Lambert stated that Gary Buckley has been involved with a state plan for achieving classroom excellence and could speak at a future Long-Range Planning Committee meeting to discuss the specifics of the plan and provide statistics. The plan identifies remediation areas at all Oklahoma universities. The state is forging ahead with their plan to work with Oklahoma high schools, particularly in the area of writing. Writing effects students in all areas, and without basic writing skills, students will not graduate. The Vocational Technology Center is also involved with the plan to achieve classroom excellence.

**BRAC.** Sylvia Burgess commented on Cameron's readiness for BRAC. She stated that General Vangjel, Commanding General at Ft. Sill, believes Lawton and Ft. Sill are ready for BRAC. However, Cameron needs to be concerned with how it will interact with Ft. Sill. Several questions need to be addressed. What can Cameron do for the military, and how are we preparing for BRAC? Will there be new degree programs developed for BRAC?
Sylvia stated that a new survey of military spouses and dependents is under way to determine the types of services they need. She also noted that Cameron could create emphasis areas through the interdisciplinary studies program. Chair Penick stated that military personnel could continue their education online, even in Iraq, as soldiers have the necessary computer equipment and downtime. Jim Lambert noted that Oklahoma has concurrent enrollment for high school seniors and questioned if this is advertised to the military community. Sylvia Burgess asked what Cameron is doing to market its offerings to the military. She suggested that the Aggie Ambassadors create tours specifically for military families. Sylvia suggested the Long-Range Planning Committee take the matter of marketing to the military to the Faculty Senate. She stated that Cameron needs to prove it is getting ready for BRAC and can truly address the unique needs of the military. She further suggested that Jamie Glover, who handles Cameron’s marketing, could develop brochures and publications geared toward the military. Chair Penick reiterated that Cameron needs a plan and evidence (marketing, tours) that it is ready for BRAC. Sylvia Burgess stated that BRAC will arrive in stages, with the first group scheduled to arrive in January 2009, followed by a second group in the summer of 2009. She noted that once Cameron has the survey results, we can address BRAC needs. Frank Zittle is involved with the survey and will serve to help determine these needs. Sylvia emphasized that one specific need already identified was the need for courses in supply chain management. However, faculty knowledgeable in this area are expensive.

- **Psychological counseling for students.** Ted Snider questioned how psychological counseling for students fit into the long-range plan for Cameron. Chair Penick replied that should something happen on campus, counseling for students would become a serious issue. Sylvia Burgess noted that currently psychological counseling issues are referred to Jennifer Pruchnicki’s office. She also stated that in the past, the Psychology Department had made proposals for a counseling center, tying it to the practicum required of psychology students. The need for a counseling center should still be driven by the Psychology Department. Jim Lambert stated we need to call on expert resources and define what we as a committee propose. Then we can make recommendations to the Faculty Senate. The Long-Range Planning Committee should act as a Faculty Senate think tank. Ted Snider suggested that a student health center should also be added to the list of priorities. There was a consensus that information concerning existing services available to students and faculty should be made more accessible. Sylvia Burgess suggested an FAQ page linked to the Cameron Home page.

Chair Penick restated the committee’s top-tier priorities as follows: psychological counseling for students, achieving classroom excellence, BRAC effect on enrollment and BRAC and continuing education (combined), and Elder Hostel (combined with alumni relations, even though these serve different functions). Chair Penick noted that Frank Zittle, as director of continuing education, could be tied into reestablishing an Elder Hostel and could help gather information for the BRAC issues.

Chair Penick then led a discussion of the second-tier topics.

- **Beyond the 100-year celebration.** There was consensus that this topic could be addressed and answered by Plan 2013.

- **Cameron Library long-range plan.** It was stated that Sherry Young should be consulted regarding any long-range plans for the library, and that currently, there is no funding available for the construction of a new library.

- **Full-time faculty for Duncan campus.** It was stated that the Nursing Program would have full-time faculty in Duncan.

- **Status of Altus campus.** It was stated that ITV would continue to be used in Altus rather than onsite faculty due to the limited enrollment.

- **Comanche Nation College long-range plan.** It was stated that this issue should be tabled. CNC is in the process of submitting a request to be accredited. Once they are accredited, they will no longer be associated with Cameron. They are also trying to partner with Texas Tech.
Online program. There was lengthy discussion of this topic, and it was moved to the top of the second-tier list. Jim Lambert stated that online education is a growing concern statewide, subject to continued debate. There is concern that some students may receive a degree after completing coursework entirely online. He stated that we should be cautious about the number of classes taught online and asked if there should be a limit on the number of online class hours a student can take. There is also concern that some faculty may work entirely from home, never appearing on campus. Jim noted that online courses are a denial of the “brick and mortar university,” resulting in the absence of student interaction with faculty and peers. Sylvia Burgess stated that there is no regular assessment of online courses. We do not know what we should offer or what we need. We do not know what type of student is enrolled in online courses, although it is speculated that most are regular students. Several other disadvantages of online courses were stated. Chair Penick noted that online courses and instructors need to be certified. This is currently not happening, resulting in inferior course material and instruction. Jim Lambert stated that online class information is often found across a variety of locations (instructor Web sites, Blackboard) causing confusion for students. Sylvia Burgess noted that online courses require a huge amount of work and preparation; often, too many students are enrolled in a course. Sherry Reynolds made the point that not all classes can be taught online. However, Chair Penick suggested that we need to be sensitive to the new generation of students and their educational needs, while Sylvia Burgess reminded everyone that Cameron makes money from its online offerings. Furthermore, the point was made that online courses are of advantage to the military. Several recommendations for action were made. Ted Snider suggested that this issue be brought to the attention of the Academic Standards and Policies Committee. Sherry Reynolds suggested that we recommend assessment of all online courses, to which Jim Lambert added that we need to propose tools for assessment based on our mission statement. Chair Penick concluded that this be our question to the administration: What is the plan for online courses and how will it be implemented?

Adult Degree Completion Program. There was consensus that this is something that is in place and must be carried out; therefore, there is no action required from the committee.

Cameron homecoming. Chair Penick stated that she spoke with Don Sullivan, and he informed her of homecoming plans for February 2008. The plans included inviting former marching band and debate team members to attend. There would also be funds available to invite successful Cameron graduates to present lectures. Chair Penick stated that Don Sullivan would be available to speak to the committee and provide further information.

Faculty Club. It was stated that this could be Syed Ahmed’s project.

Jim Lambert stated that Mary Penick should report the top priorities of the Long-Term Planning Committee to the Faculty Senate at their next meeting.

Chair Penick stated that she would invite Gary Buckley and Don Sullivan to the next meeting of the Long-Rang Planning Committee. Dr. Buckley will address achieving classroom excellence and Dr. Sullivan will address the Cameron homecoming.

V. ADJOURNMENT

Jim Lambert moved to adjourn the meeting. Chair Penick seconded the motion. The meeting was adjourned at 4:30 p.m.

VI. NEXT MEETING

The next meeting of the Long-Range Planning Committee will be on Thursday, December 13, 2007, at 4:00 p.m. in Room 204 of the Science Complex.

Respectfully submitted
Monika Linehan
Secretary, Long-Range Planning Committee