The Cameron University Long-Range Planning Committee met on Wednesday, October 10, 2007. Chair Mary Penick called the meeting to order at 3:30 p.m. in Room 104 of the Student Union.

Present: Mary Penick presided. Syed Ahmed, Sylvia Burgess, James Lambert, Monika Linehan, Sherry Reynolds, Ted Snider. Also in attendance was Vice President John McArthur.

Absent: Carla Guthridge, Tony Wohlers.

Committee members reviewed the minutes of the April 23, 2007, meeting. James Lambert moved that the minutes of the April 23 meeting be approved as written. Sherry Reynolds seconded the motion. The motion carried unanimously.

The committee discussed the status of Plan 2013 with input from Vice President McArthur. Dr. John Morris is chairing the Plan and it will go out in October for everyone to review. The Plan has been revised and now stops at the objective level, creating a much tighter document. It will be used to guide the decision making process at Cameron.

Mary Penick noted that several things in the minutes of the April 23, 2007, meeting have come to pass. First, the PQRI process is undergoing change. Second, campus security has increased with the installation of more security lights and emergency phone stations. Finally, a new security notification system is in place to provide students, faculty, and staff early warning regarding dangerous situations or inclement weather.

Under the direction of Mary Penick, the committee developed a list of potential topics for the committee to address in 2007-08. Jim Lambert suggested the committee target two or three of the topics with action items at the next meeting. The recommendations of the Long-Range Planning Committee will then go before the Faculty Senate and on to the Administration.

Potential topics to address are listed below.

1. **Psychological counseling for students.** Syed Ahmed inquired if students have access to adequate psychological and social counseling on campus, stressing that there is a definite need for this type of student assistance. VP McArthur stated that these types of counseling services are handled through Jennifer Pruchnicki's office. There is currently a program called “Open Arms” in place which charges students $5 per visit. However, this is not an on-campus program and the question was raised if counseling should be made available on campus. Sylvia Burgess stated that there was a proposal for an on-campus counseling service, but it was tabled due to liability and insurance cost issues. However, it could be resurrected. VP McArthur noted that Ric Jerez is currently involved in gathering information pertaining to counseling needs. With the increase in the number of traditional students attending Cameron, the health needs of the student body are changing. The increase of violence on college campuses also requires a closer look into counseling needs. Ted Snider noted that the proximity of Taliaferro Mental Health Center to the Cameron campus also poses a security risk.

2. **Achieving classroom excellence.** Jim Lambert asked what measures can be taken to attract more qualified students. He noted that Gary Buckley made a recent presentation regarding...
remediation and changes happening at the high school level to help solve the problem of remediation.

3. **Beyond the 100-year celebration.** Jim Lambert asked what would be the next logical commemoration for Cameron. How does Cameron continue to "ride the crest"? Concern was expressed that the new Student Activities Center and Centennial Gardens would not be completed by the scheduled date.

4. **Cameron Library long-range plan.** Jim Lambert asked about the future plans for building a new Cameron Library. VP McArthur stated that a proposal to the Reynolds Corporation for a new building for the library is still on the campus master plan and will be looked at after the centennial. He noted that the library presents a particular challenge, as books have to be removed to make room for computers. They are in great need of a new building. In the meantime, VP McArthur noted, West Hall is a more immediate concern. The building is salvageable and will become a two-story media center for radio, TV, and communications.

5. **Full-time faculty for Duncan campus.** Jim Lambert inquired if there are plans to add more full-time faculty to the Duncan campus. VP McArthur stated that there is currently no well-defined growth plan for Duncan and the Long-Range Planning Committee should look into this. Cameron does not have a peer to emulate; it has no real model for the Duncan campus. Some possible models could be the branch campuses of Northeastern University located in Tahlequah, Broken Arrow, and Muskogee. VP McArthur stated that Duncan could have a full-time math and English professor by 2013. For the near future, the BBA courses will continue to be offered by ITV. Due to the variety of business courses, it is difficult to put a business professor at Duncan. However, there are plans to put two full-time business faculty at Duncan in the next two years.

6. **Status of the Altus campus.** It was noted that the Altus campus does not have enough students and is, therefore, not cost effective. Weekend classes were offered, but the attendance was low. Currently ITV is used in Altus by the Nursing and Business departments. There is new opportunity for the development of an Agricultural program in Altus. Sherry Reynolds noted that it would be beneficial for the Education department to publicize its program in Altus, perhaps through advertisements in the paper.

7. **Comanche Nation College long-range plan.** Sylvia Burgess asked if there was a long-range plan for Comanche Nation College. VP McArthur stated that it would be best if Comanche Nation separate from Cameron and become a community college. Comanche Nation could offer degrees not available at Cameron (e.g., hotel/casino management) that would address the needs of a specific student population. Sylvia Burgess asked how we currently assess courses offered at Comanche Nation College. VP McArthur stated that Comanche Nation courses are assessed in the same manner as Cameron courses. Their courses should be the same as our courses with the same core objectives. He noted that the student success rate at Comanche Nation has not been good.

8. **BRAC effect on enrollment.** Jim Lambert inquired if there was a significant connection between BRAC and Cameron enrollment and if BRAC enrollment would lead to the development of revised courses. VP McArthur stated that there is a need for a four-week course format. BRAC personnel are stationed at Ft. Sill for a period of six weeks, resulting in heavy rotation. There will be interest in taking courses since promotion is tied to completion of a degree. VP McArthur stated the importance of developing and keeping a relationship with BRAC students. Initial contact can be made through four-week, face-to-face courses. After leaving Lawton, BRAC students can continue their relationship with Cameron through online courses.

9. **BRAC and continuing education.** Syed Ahmed asked if there would be problems with degree completion for BRAC students. VP McArthur stated that BRAC personnel receive Project Management Certificates. However, these certificates are not for credit. To receive credit, a certificate must first go through the State Regents. However, a certificate creates demand, and the demand builds the degree program. Cameron can award certificates in continuing education, and there are niche areas in which Cameron can fill a void. For instance, because of the dissemination of agricultural extension programs, Cameron could offer a continuing
education certificate in agriculture. VP McArthur emphasized that the pace of education is changing. There is rising demand for compressed, quick, and customized programs.

10. Online program. Sylvia Burgess inquired if there is a long-range plan for assessing the demand and determining the growth of Cameron’s online program. VP McArthur stated that any program that can be offered face-to-face can conceivably be offered online. Many of the obstacles to online learning have been minimized; the cost of developing courses has come down and the learning curve for technology has decreased. He noted that the driver for Cameron’s online program is our remote sites where we do not have onsite faculty. There is a particular demand for online courses in Education, Business, Criminal Justice, and Biology. Graduate-level courses have also been looked at extensively. At the undergraduate level, the need for online courses is currently being reviewed by Frank Zittle.

11. Adult Degree Completion Program. It was noted that the best turnout for the program is at the Altus campus. Mary Penick inquired if Cameron will continue to expand the program. VP McArthur stated that the new Vice Chancellor has made it mandatory to stay with the program for four years to see it succeed.

12. Alumni relations. Ted Snider expressed a need to enlarge service to alumni in order to improve and increase alumni relations and involvement. Syed informed the committee that he has recently completed a mail survey of alumni. VP McArthur is in the process of interviewing for a new alumni director. He also noted that Cameron’s new Web page is accessible to alumni and, hopefully, will draw them in. It was noted that there is a need for a published, quarterly glossy.

13. Cameron homecoming. Ted Snider expressed a need for the revival of Cameron homecoming celebrations as part of the alumni relations process. He suggested a celebration that would include, among other events, a homecoming parade complete with floats, alumni visiting their former professors, and luncheons. He also suggested inviting the 1988 Cameron Aggie football champs back for the celebration. It was suggested that this request be passed on to Don Sullivan, who is chairing the Centennial Committee.

14. Elder Hostel. Jim Lambert and Ted Snider suggested reinstating the Elder Hostel program. In the past, Cameron hosted an Elder Hostel, which was part of the ASCOG System and had ties to tourism and the Lawton Chamber of Commerce. The Elder Hostel consisted of workshops in music, history, and art geared toward retirees. Students would stay in the dorms when not in use. Elder Hostel was beneficial to both Cameron and Lawton tourism.

15. Faculty Club. Syed Ahmed suggested the creation of a faculty club, where faculty could dine, socialize, and relax. This is common on other campuses.

VI. ADJOURNMENT

Sherry Reynolds moved to adjourn the meeting. Sylvia Burgess seconded the motion. The meeting was adjourned at 4:30 p.m.

VII. NEXT MEETING

The next meeting of the Long-Range Planning Committee will be on Wednesday, November 14, 2007, at 3:30 p.m. in Room 104 of the Student Union.

Respectfully submitted
Monika Linehan
Secretary, Long-Range Planning Committee