

Present Committee Members – Joe Wilferth, Manuel Santiago, Pam Ashmore, Mike Friedman, Tammy Garland, Heather Grothe, Katie Hargrave, Rebecca Jones, Matt Matthews, Tiffany Mitchell, Steve Ray, Terry Sanford, Jill Shelton, Chris Stuart, Perry Ward

Questions and Discussion with Non-Committee Members: Seth Waldecker (Physics) and Susan Eckelmann (History) attended the meeting.

Committee Discussion:

Review of the previous minutes and discussion points that were covered during the meeting held on the 9th of July.

Groups provide an update on status of their Assessment matrices.

The **Vision** was reworded and the **Mission** statements were reorganized.

Committee members generally agreed that the strategic plan needs a fifth goal, one devoted entirely to communication and marketing/promoting the College of Arts and Sciences. Notes from the "Open Meetings" (below) will be refined to create such a goal, along with appropriate subgoals and assessments.

The College of Arts and Sciences must establish its identity and value on campus, in the community, and beyond. The identity and value may be accomplished through improved communication, messaging, and marketing. (Measurable outcomes: create college-level calendar, research presentations, promote interdisciplinary minors, promote small class sizes as a selling point, video-based newsletter, and brag more about student research and collaborations with faculty/students and our faculty/community partners). Better communicate the role of the College in greater Chattanooga area, importance of General Education and General Education outcomes. Tell our story!

The **Values** are still a work in progress and will be updated by co-chairs.

Working Groups: The groups worked on their matrices. Deadline for all groups to submit their matrices to the co-chairs is on or before August 1.

A complete draft of the plan will be organized by the co-chairs and sent to the committee members for review and comment. Committee members will be asked to review and comment on the other groups' matrices.

The **meeting adjourned** at 2:00 PM.

Joe Wilferth sent a message on 15 July to remind the committee when goals are due.

Future meeting:

TBA