



THE UNIVERSITY OF TENNESSEE, KNOXVILLE
CAMPUS ADVISORY BOARD
MINUTES
February 9, 2021
KNOXVILLE, TENNESSEE

The University of Tennessee, Knoxville, Advisory Board met virtually at 11:15 a.m. on Tuesday, February 9, 2021.

I. CALL TO ORDER

Chair John Tickle called the meeting to order at 11:15 a.m.

II. ROLL CALL

Roll call of board members conducted with all present.

Members present: Mr. John Tickle, Chair, Ms. Karmen Jones, Mr. Beauvais Lyons, Ms. Alexia Poe, Mr. Tom Smith, Ms. Syreeta Vaughn

III. OPENING REMARKS

John Tickle welcomed the group to the meeting.

IV. MINUTES OF THE LAST MEETING

Tom Smith made a motion to approve the November 20, 2020 minutes provided the Secretary is authorized to make any necessary edits to correct spelling, grammatical, or format errors or other technical errors subsequently identified. Beauvais Lyons seconded the motion. The motion was unanimously approved.

V. STRATEGIC VISION / PLAN DISCUSSION

Dr. Donde Plowman, Chancellor

Chancellor Donde Plowman shared the steps in launching the strategic visioning process. The kick-off was held in January with the hope of the entire campus providing input and feedback on a new strategic vision for the campus. Provost John Zomchick and Dr. Suzie Allard served as co-chairs. Chancellor Plowman asked Dr. Allard to share an overview of the strategic vision process.

Dr. Allard expressed her appreciation to Chancellor Plowman and Provost Zomchick for having the opportunity to participate in the strategic vision process.

The ad hoc committee made up of faculty, students, and staff worked with outside consultants in December and January to develop an analysis of the university's strengths, opportunities, aspirations, and desired results.

An iterative process was used between the executive and visioning committees. The executive committee established the goals and guided development of the mission, vision, and values. The visioning committee took on the task of refining goals and envisioning successful implementation. Multiple outreach sessions were conducted with stakeholders in order to gather feedback. The stakeholders included faculty members at all levels, staff, students, community partners, and individuals who have an interest in and care about the university. Chancellor Plowman shared that Alexia Poe represented the Advisory Board on the executive committee along with Donnie Smith from the UT Board of Trustees.

Dr. Allard shared the steps taken in the visioning process and identified at different points along the way when feedback was sought through outreach to stakeholders. The plan was to complete the process by June 2020. The process was slowed due to the impact of COVID. Those involved in the process agreed moving forward would provide a positive experience during a complicated climate. Following the feedback sessions, the vision, mission, and goals were revised. Options to provide feedback also included a website dedicated to the process, personal conversations with members of the committees, and through college representatives. A second round of outreach sessions was conducted to share and discuss the revisions. From those discussions additional revisions were made to produce the final report.

The consultants used in this process have an academic background and understand the environment and context in which the discussions were being held. They were well prepared to assist us as we worked through challenging discussions. Through their experiences they were able to show us how others had addressed the same types of challenges. The guidance we received from them was invaluable.

Chancellor Plowman reminded the group of the process for approval of the strategic vision / plan. The strategic vision / plan is being presented today for review and feedback. The vision / plan requires the approval of the Advisory Board and the Board of Trustees. Chancellor Plowman stated that she would like to present this to the Board of Trustees in June.

Chancellor Plowman spoke to the content of the vision / plan. The content is refreshing, reflects the volunteer spirit, and our mission as a land grant institution. Dr. Allard shared recent applicants for open positions within her college shared how impressed they were with the work conducted to date on the plan. One applicant stated it was the reason they applied.

Ms. Alexia Poe shared her experience as a member of the executive committee. She was impressed by the diversity of the individual participants and the roles they represented. Robust, forthright, and honest conversations were held about who this university is and wants to be. The moderators were very patient and walked everyone through the process.

Chancellor Plowman reviewed the Our Role section of the vision / plan with the group. The goal of the section is meant to help define what it means to be a volunteer. Volunteer is meant to embody the idea of selfless leadership, which will guide us as we move forward and to value a wealth of perspectives. Beauvais Lyons commented it resonated with as a member of the faculty and how the statement represents a covenant we make with the community and an obligation to core principles.

Chancellor Plowman shared the vision statement and the importance of the word action. Stating we are willing to act is an important piece of the vision / plan. Dr. Allard reported the members of the committees wanted our vision statement to differentiate us from others and be unique to this place and emphasize our role and impact in the world.

Chancellor Plowman reviewed each section of the mission statement with the group. Provost John Zomchick spoke to the shift of intentionally expanding who we consider as a potential student and working to provide them with an accessible and affordable education. Dr. Deb Crawford commented on the importance of making our stakeholders aware of why we engage in research and creative scholarship and how it connects with our everyday lives and the impact our faculty, staff, and students have at the local, state, national, and international stage. Chancellor Plowman highlighted the words prosperity and well-being and our role as an economic engine driver and our support of the community's health. She also noted the last section addressed diversity and engagement, which is also addressed in one of the five goals.

Mr. Tom Smith voiced a concern for the length of the mission statement. His experience in this type of work is to create a short mission statement everyone can remember and share with others. Ms. Syreeta Vaughn commented on the aspirational nature of the statement and recognized how thoughtful the committee members were in developing the statement.

Chancellor Plowman provided an overview of each of the five goals. Implementation work groups will be formed to identify strategic actions and metrics for each goal.

Chancellor Plowman asked for comments and feedback from the group.

Ms. Vaughn encouraged the development of an elevator pitch to go along with the mission statement.

Ms. Poe stated brevity was a challenge as the group went through the process. She stated that the document is reflective of the discussions held throughout the process and was proud of the efforts of all involved.

Mr. Lyons commented on the integrity of the vision / plan. The document reflects the complexity of the organization. He voiced his appreciation of how all of the goals overlap and how connected goal three is with all of the goals.



Chancellor Plowman agreed to review the mission statement and consider an elevator pitch statement. She thanked everyone for taking time to review the strategic vision / plan and share feedback.

Mr. John Tickle encouraged Chancellor Plowman to do the hard work of moving forward with the plan and be willing to be flexible.

Ms. Syreeta Vaughn made a motion to approve the strategic plan as written. Ms. Alexia Poe seconded the motion. The motion was unanimously approved.

The next meeting is scheduled for April 30, 2021. Susan England will send an email to the members with the details.

Chancellor Plowman expressed optimism that Governor Lee's proposed budget would be very favorable to the University. Everyone is hopeful it will be approved by the legislature.

Chancellor Plowman expressed her appreciation to the Advisory Board members and everyone that participated in the meeting.

VI. ADJOURN

With no further business to come before the advisory board, the chair adjourned the meeting at 12:18 p.m.

Respectfully Submitted,

Susan E. England, Secretary