



**Strategic Planning Committee Minutes  
Wednesday, October 6, 2021, 3:30-5:00 p.m.  
via Microsoft Teams**

**Attendees:**

- Committee Members: Brooke Berrens, Karl Boehler, Teysha Bowser, Vice Chair Jennifer Christus, Chair Chad Cotti, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Project Team Members: Elizabeth Hartman, Mina Kuss
- UMC Representative: Shane Nyman
- Other: None

**3:30-3:35**

**Call to Order**  
*Chair Chad Cotti*

- Chair Chad Cotti called the meeting to order at 3:32pm. He explained that there was a small group that met to categorize the SWOT.

**3:35-3:45**

**Where Have We Been, Are And Are Heading In The Process; Reminder of Meeting  
Ground Rules**  
*Elizabeth Hartman*

- Elizabeth Hartman presented a PowerPoint. She spoke about the following items:
  - What has happened in the process
  - Strategic Plan Purpose
  - The Strategic Planning Process
  - Meeting Ground Rules
  - What we will be doing today
  - Some next steps

**3:45-4:50**

**Go Over SWOT Results: 1. If There Are Any Important Concepts Missing; 2. If There Are Items Which Need More Information And How To Get It; 3. Reach Consensus That The Committee Is Good With The Document, Subject To Any Additional Information**

*All*

- The committee discussed the SWOT. They added more items to the SWOT. They also better defined certain items listed on the SWOT.
- Due to the amount of conversation discussed during the SWOT, Elizabeth Hartman said she will review the Mission and Vision at the next meeting.

**4:50-4:55**

**Finalizing SWO(O)T: How We Will Prioritize And Combine With The Cabinet SWOT Offline**

*Elizabeth Hartman*

- Elizabeth Hartman explained that the Committee and Cabinet SWOT will be synthesized. Once it has been combined, the Committee will prioritize the items.

**4:55-5:00**

**Questions, Next Steps, Homework**

*Elizabeth Hartman*

- Elizabeth Hartman thanked everyone for the great discussion. Next steps include:
  - Synthesizing SWOT with Cabinets and prioritizing items
  - Bringing sustainability into the mix on October 27th
  - Coordinating with Charlie Hill on HLC
  - Mission, Vision, Values/Foundational Elements

**5:00**

**Adjourn**

*Chair Chad Cotti*

- Chair Chad Cotti thanked everyone for the time. He adjourned the meeting at 4:59 pm.

*Next meeting: Monday, October 18<sup>th</sup>.*



**Strategic Planning Committee Minutes  
Wednesday, October 27, 2021, 12:30-2:30 p.m.  
via Microsoft Teams**

**Attendees:**

- Committee Members: Brooke Berrens, Teysha Bowser, Vice Chair Jennifer Christus, Rocio Cortes, Chair Chad Cotti, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Subject Matter Experts: Laurence Carlin, Caroline Geary, Aggie Hanni, Charles Hill, Lynn Kleman, Jeffrey Sachse, Stephanie Spehar, Elizabeth Whalley,
- Project Team Members: Elizabeth Hartman, Mina Kuss, Kimberly Langolf
- UMC Representative: Shane Nyman
- Other: Bradley Spanbauer

**12:30-12:35**

**Call to Order; Updates**  
*Chair Chad Cotti*

- Chair Chad Cotti called the meeting to order at 12:31pm. He thanked everyone for coming. He stated this is the first meeting with the Subject Matter Experts (SME).

**12:35-12:40**

**Where Have We Been, Are And Are Heading In The Process**  
*Elizabeth Hartman*

- Elizabeth Hartman presented a PowerPoint. She spoke about the following items:
  - Agenda
  - Where we have been and are going in the process
  - The Strategic Planning Process
  - Some next steps
  - Defining Terms: Mission v. Vision

**12:40-1:00**

**Introductions**

*All*

- Everyone introduced themselves to one another.

**1:00-1:20**

**Overview of Mission and Vision**

*Elizabeth Hartman*

- Elizabeth Hartman gave a brief overview of Mission and Vision. She also defined the meaning of each. She gave examples of Mission and Vision from other companies.

**1:20-2:20**

**Presentation of Sustainability**

*Stephanie Spehar and Brad Spanbauer*

- Stephanie Spehar and Brad Spanbauer presented on Sustainability. They explained the importance of sustainability. They reviewed the history of sustainability at UWO. They listed some of the major milestones of sustainability at UWO. Stephanie and Brad finished presenting and answered questions from the group.

**2:20-2:30**

**Questions, Next Steps**

*Elizabeth Hartman*

- Elizabeth Hartman thanked everyone for the great discussion. Next steps include:
  - Getting input from various stakeholders
  - Revisiting/Revising Mission
  - Defining Values/Foundational Elements
  - Developing Vision
  - Strategic Priorities

**2:30**

**Adjourn**

*Chair Chad Cotti*

- Chair Chad Cotti thanked everyone for the time. He also thanked Stephanie and Brad for the presentation. He asked everyone to reflect on sustainability and think about how it can be leveraged to create the Strategic Priorities. He adjourned the meeting at 2:30 pm.

*Next meeting:* Wednesday, November 3<sup>rd</sup>.



UNIVERSITY OF WISCONSIN  
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STRATEGIC PLAN  
2022-2027

**Strategic Planning Committee Minutes**  
**Friday, November 19, 2021, 12:30-2:30 p.m.**  
**via Microsoft Teams**

**Attendees:**

- Committee Members: Brooke Berrens, Karl Boehler, Rocio Cortes, Chair Chad Cotti, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson
- Subject Matter Experts: Byron Adams, Caroline Geary, Aggie Hanni, Charles Hill, Lynn Kleman, Jeffrey Sachse, Carlos Salazar, Stephanie Spehar
- Project Team Members: Elizabeth Hartman, Kimberly Langolf
- UMC Representative: Shane Nyman

**12:30-12:35**

**Call to Order; Updates; Formation of Strategic Area Teams**

*Chair Chad Cotti*

- Chair Chad Cotti called the meeting to order at 12:30pm. He thanked everyone for coming. He stated there are three new Subject Matter Experts (SME).

**12:35-12:40**

**Where Have We Been, Are And Are Heading In The Process**

*Elizabeth Hartman*

- Elizabeth Hartman stated there will be weekly communications from the Project Managers. She presented a PowerPoint. She spoke about the following items:
  - Agenda
  - Where we have been and are going in the process
  - The Strategic Planning Process
  - Some next steps

**12:40-12:50**

## **Introductions (We Have 3 New Members)**

*All*

- Everyone introduced themselves to one another.

**12:50-1:00**

### **Purposes of Strategic Planning: What It Can and Cannot Do**

*Elizabeth Hartman*

- Elizabeth Hartman discussed the purpose of the Strategic Plan and capabilities of the it.

**1:00-1:05**

### **Review Mission Statement Guidance and Homework Results**

*Kim Langolf*

- Kim Langolf reminded everyone about the homework. She said it would be best to give everyone back a little bit of time today to complete the homework in order to get the best results.

**1:05-1:10**

### **Questions, Next Steps**

*Elizabeth Hartman*

- Elizabeth Hartman thanked everyone for the great discussion. She explained some of the next steps.

**1:10**

### **Adjourn**

*Chair Chad Cotti*

- Chair Chad Cotti thanked everyone for the time. He adjourned the meeting at 1:10 pm.

*Next meeting: Monday, November 22<sup>nd</sup>.*



**Strategic Planning Committee Minutes  
Monday, November 22, 2021, 2:30-4:30 p.m.  
via Microsoft Teams**

**Attendees:**

- Committee Members: Brooke Berrens, Karl Boehler, Teysha Bowser, Vice Chair Jennifer Christus, Rocio Cortes, Chair Chad Cotti, Heather Englund, Damira Grady, Toni House, Grace Lim, Pam Massey, Luiza Nelson, Alayne Peterson, Joe Pirillo
- Subject Matter Experts: Byron Adams, Laurence Carlin, Caroline Geary, Charles Hill, Lynn Kleman, Kaili Lee, Jeffrey Sachse, Carlos Salazar, Stephanie Spehar, Elizabeth Whalley
- Project Team Members: Elizabeth Hartman, Kimberly Langolf
- UMC Representative: Shane Nyman
- Other: N/A

**2:30-2:35**

**Call to Order**  
*Chair Chad Cotti*

- Chair Chad Cotti called the meeting to order at 2:30pm.

**2:35-2:40**

**Where Have We Been, Are And Are Heading In The Process**  
*Elizabeth Hartman*

- Elizabeth Hartman presented a PowerPoint. She spoke about the following items:
  - Agenda
  - Where we have been?
  - What happened this past week?
  - What will happen this week?

**2:40-3:40**

**Presentation on Inclusive Excellence**

*Dr. Damira Grady*

- Dr. Damira Grady presented on Inclusive Excellence. After the presentation, she answered questions from the group.

**3:40-3:45**

**Review Mission Homework**

*Kim Langolf*

- The homework was not discussed as the group agreed it would be best to work on mission at a later time.

**3:45-4:25**

**Review Current Mission Statement and Reach Consensus on: 1. Revise or Rewrite? 2/ Concepts and Words to be Included in the Mission Statement**

*All*

- Elizabeth Hartman shared the mission statement with the group. The group agreed it would be best to work on the mission at a later time.

**4:25-4:30**

**Questions, Next Steps**

*Elizabeth Hartman*

- Elizabeth Hartman thanked everyone for the great discussion. She explained the next steps.

**4:30**

**Adjourn**

*Chair Chad Cotti*

- Chair Chad Cotti thanked everyone for the time. He adjourned the meeting at 4:30 pm.

*Next meeting:* Friday, December 3<sup>rd</sup>.