



Annual Meeting 2016

Minutes

**American Council for Construction Education
Strategic Planning Committee
Atlanta, Georgia
July 22, 2016 10:00 am**

Charge to Committee: The success of the Strategic Plan is the responsibility of the Board of Trustees. The charge of the Strategic Planning Committee is to provide the maintenance and modifications associated with the evolving nature of the on-going Strategic Plan and to report on the progress of the Strategic Plan. Strategic Planning Process Retreat Dallas November 2014. Strategic Plan reviews February, July 2015, and February, July 2016.

Attendance:

Chair, Vice Chairs Present

Cheryl Goodale, Chair Robert Meyer, VC Tulio Sulbaran, VC

Committee Members Present

Norma Andersen	Michael Emmer	James Hogan	Susan Labas
Dan Belcher	Sean Foley	Mike Holland	Robert Meyer
Lori Brown	John Gaver	Murray Jones	Khalid Siddiqi
Mohamed Diab	Allan Hauck	Mostafa Khattab	Tulio Sulbaran

Committee Members Absent

Rebecca Burleson	Joe Horlen	Ben Uwakweh	Drew Yantis
Pam Dullum	Tim Mrozowski		

Visitors Present

Abdol Chini	Bennett Judson	Warren Plugge	John Schaufelberger
Walter Dukes	Maged Malek	Mike Safavi	Scott Sumner
Larry Gross	Patricia Morgan		

I. Welcome

Meeting commenced by Tulio Sulbaran.
Self-introductions of attendees.

II. Minutes from February 2016 Meeting

Minutes were reviewed and approved.

III. Agenda

Agenda and format of meeting introduced.

IV. Old Business

Update of the Strategic Plan made available to group. Also available on Tab 7 in the ACCE manual.

V. Strategic Planning Committee Self-Assessment

The Self-Assessment results were presented by Cheryel Goodale.

- The survey odd numbered questions ask for achievement ratings, and even numbered questions provide opportunity for detailed comments.
- Questions included (1) proposing modifications to the Board, (3) ongoing maintenance of the Strategic Plan including barriers, constraints, relevancy, (5) conducting effective meetings, (7) tracking and reporting action items, (9) working with ACCE committees, and (11) SWOT analysis.
- With eleven out of twenty respondents, the average score was 3.75
- Several neutral responses could indicate the respondents need more information, or not accomplished yet, or no change needed now.
- The group concurred that the Strategic Planning Committee needs to increase communication between meetings, increase interaction with committees, encourage more involvement of Board members and increase responsibility of the Board by requesting Strategic Planning be added to their agenda, and encourage champions to become engaged by setting actionable goals.

VI. New Business

The updated Strategic Plan of February 2016 was presented for input and discussion with a request for edits. The group was then asked to choose a Strategy and with that group deliver an actionable goal or goals within one hour and report back to the Strategic Planning Committee. Summary of identified actionable goals from each Strategy to be presented to the Board of Trustees on July 23, 2016. The revised Strategic Plan to be summarized and sent to Committee Members, Champions, and Chairs by September 2016 for edits and updates, and be made available at the next ACCE meeting. See attached Strategies.

VII. Adjourned at 12:00 pm

Strategy #1 –	Develop a Marketing Plan
1.1	<i>Develop marketing/communication plan including development of and distribution of materials and information</i>
Champion	James Hogan, Development Committee
Actionable Goal	Present to the Board of Trustees on July 23, 2016 a request to add a line item in the budget for \$35,000 for Marketing Plan. Proposed timelines: September - identify marketing service providers. October - issue RFQ, addendums. November - issue RFP. December - receive RFP. January - conduct interviews and select firms. February - present to the Board of Trustees.

Strategy #2	Improve Internal Products, Services (Accreditation)
2.1	<i>Improve Accreditation Processes</i>
2.1.2	<i>Improve Accreditation Technology</i>
Champions	Sean Foley, Murray Jones, Council Chairs
Actionable Goal	In Caucus meeting in February 2017, share examples of SLO Binders and Digital SLO records as case studies for discussion in an attempt to set best practice for programs.
2.1.4	<i>Improve Outcomes Based Accreditation Process</i>
Champions	Sean Foley, Murray Jones, Lori Brown John Schaufelberger
Actionable Goal July 2016	Start offering workshops at the Regional ASC Meetings. Lori Brown and John Schaufelberger will work to develop an agenda for these workshops by September 2016 and then share with the Regional Directors. The hope is that ACCE champions will be available to conduct the training at each of the regional meetings.
2.2	<i>Establish a Clearinghouse with Critical Information for Clients</i>
Champion	Susan Labas
Actionable Goal	Upload presentations from Annual and Mid-Year meetings immediately following the meeting.

Strategy #3	Improve Internal Leadership Development Process
Champions	John Gaver, Bob Meyer, Leadership Committee
3.1	<i>Identify officer / committee chair candidates and assign mentors</i>
3.1.5	<i>Leadership Nominations</i>
Actionable Goal	1. Prepare a list of qualified candidates for the position of ACCE Vice Chair for consideration at the February 2017 Board Meeting.
3.1.6	<i>Leadership Preparedness</i>
Actionable Goals	By February 2017 1. Send email to all Committee Chairs requesting input on the requirements to be considered for appointing Chairs, Vice Chairs, and Committee Members. 2. Revise current Leadership Matrix to reflect information received from Committee Chairs and conform to the By-Laws and new governance of ACCE. 3. Develop means of disseminating leadership information to the membership to raise awareness of the requirements needed for the various leadership positions of ACCE, what a member may need to fulfil those requirements, and the procedure for informing the leadership of desires to serve. 4. Identify the vetting process to be used.

Strategy #4	Rearticulate Value Proposition – All Categories Membership and Accredited programs																			
Champions	Drew Yantis, Norma Anderson, Tulio Sulbaran																			
4.1	<i>Examine possible means for reorganizing the meetings to attract industry</i>																			
4.1.1	<i>Rethink and sequence ACCE meeting sessions to ease attendance for training and other reasons (restructuring).</i>																			
4.1.1 Reworded	<i>Re-sequence ACCE meeting sessions to ease/encourage industry professionals to attend additional/regular sessions and interact more with academic attendees.</i>																			
Actionable Goal	<p>By October 15, 2016 Submit suggestions for Thursday scheduling:</p> <table border="1"> <tr> <td>8-9</td> <td>New Attendees/ACCE</td> <td>2-4</td> <td>Leadership Development</td> </tr> <tr> <td>9-10</td> <td>Initial Visiting Team</td> <td>4-6</td> <td>Industry Caucus</td> </tr> <tr> <td>11-12</td> <td>Training</td> <td>4-6</td> <td>Visiting Team Case Study</td> </tr> <tr> <td>11-12</td> <td>Standards Committee</td> <td></td> <td></td> </tr> </table>				8-9	New Attendees/ACCE	2-4	Leadership Development	9-10	Initial Visiting Team	4-6	Industry Caucus	11-12	Training	4-6	Visiting Team Case Study	11-12	Standards Committee		
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4.1.2	<i>Consider other formats for industry interests (example HVAC contractors to present to program directors)</i>																			
4.1.2 Reworded	<i>Discuss meeting format of interest for the industry (i.e. roundtable discussions, presentations, lunch learn, teleconference, speed meetings, etc.)</i>																			
Actionable Goal	<p>By January 2016 Get together a group of industry people to brainstorm what would benefit them the most. Submit to ACCE.</p>																			
4.1.3	<i>Consider industry oriented topics for ACCE semi-annual meetings.</i>																			
4.1.3 Reworded	<i>Identify topics to be delivered by industry to maintain educator currency and promote the industry professional area of interest.</i>																			
Actionable Goal	<p>By January 15, 2016 Prepare list possible industry professionals interested in presenting</p>																			
4.1.4	Rearrange Meetings																			
Actionable Goal	<p>By December 15, 2016 Submit suggestion for July meetings to move Accreditation Committee meeting (executive session) to Wednesday to accommodate industry members who represent 50% of the committee to participate in other ACCE activities.</p>																			
4.1.5	Electronic Meetings																			
Actionable Goal	<p>By December 15, 2016 Suggest the promotion of distance meetings to all committees to facilitate industry participation, and to leave actual on the ground meetings to offer more networking and education sessions.</p>																			

Strategy #5	Articulate Future of Industry and Construction Professionalism		
5.2	Connect Real-Time Industry Trends to Education to Curriculum		
5.2.4	Promote construction as a career (high school, middle school)		
Champions	Cheryl Goodale, Patricia Morgan		
Actionable Goal	<p>ACCE is an advocate of quality construction education, and supports the need to reach future potential construction professionals. The Strategy #5 team proposes to build a community of construction education recruiters by contacting a recruiting representative of each ACCE accredited program to establish a social network of contacts, resources and ideas that could be shared online by December 31, 2016.</p>		