

Fort Valley State University

Strategic Planning Steering Committee Meeting

Huntington Hall Gallery

October 31, 2019 / 11:00am – 1:00pm

Agenda Overview:

Meeting Commenced at 11:05am

Attendees: Dr. Fontenot, Dr. Jefferson, Attorney Gracie Barksdale, Professor Andrew Lee, Dr. Govind Kannan, Mr. Jesse Kane, Dr. Fields, Dr. Dhir, Mr. Mobley, Dr. Seamon, Dr. Thompson

Scan/Landscape of Alumni

- Raising PROFILE of institution
- Institutional Stability (Administrative Level)
- Generate more support from alumni
- Dual Enrollment

Scan/Landscape of Students and Student Concerns

- Some transferred from private HBCUs, Athens (UGA), Los Angeles.
- Food
- University Hours of Operation
- Parking Availability and Shuttle Service
- Many prefer not to walk
- Customer Service

Committee Feedback:

- Culture (students) vs. Campus (Family and/or professional),
- Professional Development needed for students
- Staff Assistance (Customer Service)
 - o Favor shown to some people but not others
- As an HBCU, we are family – oriented, but training students
- Customer service in various departments/offices differs based on capacity.
(understaffed/ overworked)
- Usually the blame for poor customer service goes to these who did not cause it.
- Equal treatment of a university patrons
- Some students not familiar with college culture

Recommendation for customer service professional training:

- Possibly beginning of spring 2020 semester
- Faculty/staff institute

Emphasis is on customer service

- Recommendation for on-campus stress management training and stress relief services

It only takes one bad customer service experience to lose a client

People don't always remember the good you do

At 11:55am:

Review of preliminary SWOT Analysis. (See package included pdf notes)

Institutional Environment/Culture rated positively

- Faculty/ Staff Morale and Salaries are low
- Compensation and value are not synonymous
- Faculty Perspective regarding teaching is we do it for the love of it – not for the compensation.
- External customers find it easy to do business with FVSU

(No, faculty and staff do not think so.)

- System wide then institutional policies – clarity needed between the two

Online Classes (we should expand)

- Faculty/Staff believe however this may be put more course load on faculty.
- Diversity in recruitment - could locality be an issue?