

**PRESIDENTS CLIMATE COMMITMENT COMMITTEE**

**Strategic Planning Meeting 1**

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| Date: 9 May 2013  Time: 12:30 p.m. – 2:30 p.m.  Location: AIMM Building, Room 302 | | |
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| Meeting Attendees | | |
| 🗹 | Curt Heuring, Vice President for Administration, (heuring@tcnj.edu), Co-Chair | |
| 🗹 | Michael Horst, Associate Professor of Civil Engineering (horst@tcnj.edu) Co-Chair | |
| 🞎 | Ellie Barkine, Student (barkine1@tcnj.edu) | |
| 🞎 | Heather Camp, Bonner Center, Program Director, (hcamp@tcnj.edu) | |
| 🞎 | David DeLooper, Student, (deloopd1@tcnj.edu) | |
| 🞎 | Patrick Dyer, Student, (dyerp1@tcnj.edu) | |
| 🗹 | Winnie Fatton, Municipal Land Use Center, Project Manager (fatton@tcnj.edu) | |
| 🞎 | Lynette Harris, Career Center, Assistant Director, (lharris@tcnj.edu) | |
| 🞎 | Erica Hernandez, Bonner Student, (hernane3@tcnj.edu) | |
| 🗹 | Paula Figueroa-Vega, Bonner Center, Director (pfiguero@tcnj.edu) | |
| 🗹 | Rita Mary King, Tutoring Lab, Coordinator, (kingrm@tcnj.edu) | |
| 🗹 | Richard Kroth, Director of Arts Facilities, (kroth@tcnj.edu) | |
| 🗹 | Nathan Magee, Associate Professor of Physics, (magee@tcnj.edu) | |
| 🗹 | Tarika Mahal, Bonner Community Scholar & Site Leader, (mahalt1@tcnj.edu) | |
| 🗹 | Patrice Mendes, Sodexo, General Manager (Patrice.mendes@sodexo.com) | |
| 🞎 | Amy Middleton, Student (middlet6@tcnj.edu) | |
| 🗹 | Brian Potter, Associate Professor of Political Science (potter@tcnj.edu) | |
| 🞎 | Christopher Rightmire, Student, (rightmc1@tcnj.edu) | |
| 🗹 | Karen Roth, Director of Dining Services, (rothk@tcnj.edu) | |
| 🞎 | Marisa Sanders, Student (sander22@tcnj.edu) | |
| 🞎 | Matt Wells, Student (wellms@tcnj.edu) | |
| 🗹 | Judy Wingerter, Administrative Asst. for Administration (jwingert@tcnj.edu) | |
| 🗹 | Lori Winyard, Director of Energy and Central utilities (winyard@tcnj.edu) | |
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| Minutes | | |
| 1. Mort Winston was introduced to the committee. He began with a Power Point presentation explaining a S.W.OT. analysis. The committee continued to have input throughout the meeting. Points are as follows:    1. Why do this:    * Take stock    * Build community    * Clarify mission    * Learn for experience    * Set future goals & direction    1. Strategy:    * chosen methods    * path from now to where in the future    * stay the course    1. Develop Strategy:    * assess    * strengths and weaknesses    * anticipate obstacles    * what is doable    1. Choices:    * prioritize    * determine achievable goals    1. Strategic Effectiveness:    * good enough plan    * immediate implementation    * review progress    * adjustments    * focus on results | | All |
| 1. M. Winston explained “Plan, Do, Check, Repeat” cycle, mission and strategy.    1. Mission: Why do we exist?    2. Strategy: What do we do? | |  |
| 1. SWOT analysis    1. Strengths (Internal):    * diverse constituents    * campus-wide impact    * strong marketing    1. Strengths (External)    * awards    1. Weaknesses (Internal):    * lack of students and faculty    * sustainability coordinator    * no clear message    * budget issues    * no mission statement    * no by-laws    * lack of awareness    * no strategic plan    * meeting times    1. Opportunities (External):    * climate Action Plan    * grants    * contact leadership    * official sanction as committee    * internship    1. Threats:    * funding    * carbon neutrality    * burn-out    * not enough participation    * lack of sharing information    * lack of experience or expertise | |  |
| 1. Stakeholder Analysis:    1. Who are the stakeholders? Who do we exist to serve?    * serve people who are interested in work we’re doing    * President    * green reputation of TCNJ    * local municipalities    * campus (faculty, staff, students)    1. Why do we exist?    * to satisfy obligations President signed-up for    1. Options:    * disband committee    * merge with other organizations (Sustainability Institute, Center for Community Partnerships, Mercer County Green Team)    1. continue with changes on committee    2. Mission Statement:    * Operational component needs to be included:      + communication      + education      + promoting good sustainable practices      + implementation    1. Suggested Mission Statement:    * “Be the driving force for implementation of sustainability practices, education and communication on the TCNJ campus and community”. | |  |
| 1. Next Steps:    1. What are we going to do?    2. Who is doing it?    3. When will it be done?    4. How do we evaluate the effectiveness of the plan?    5. Review Mission Statement    6. Identify Goals    7. Identify time lines for goals    8. Review structure of committee    9. Suggestion made to members to fill-out in matrix form the following:    * Goal setting (next 1-5 year period)    * Prioritization 1-5 (1=High, 5=Low)    * Recommend 2 or 3 achievable goals (education, implementation, practices) | |  |
| 1. Next meeting will continue with development of a strategic plan for the PC3. | |  |
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