

Strategic Planning Meeting
June 12, 2009
Peabody Board Room
1:30 p.m.

The Strategic Planning meeting was called to order at 1:35 p.m. by William Vencill. Present were: Lonnie Brown, Ron Cervero, Betty Jean Craige, Ann Crowther, Frank Crumley, Steve Dempsey, Co-Chair Rob Hoyt; Tom Jackson, Holley Schramski, Ryan Nesbit, Ralph Johnson, Eric Mueller, Trey Paris, Jim Prestegard, Danny Sniff, Co-Chair William Vencill, and Barbara White.

First on the agenda was a presentation by Warren Brown. He has been on board at the University of Georgia with the Carl Vinson Institute of Government since January. He was at Cornell University for 30 years. He developed a PSO to understand demographics and related issues affecting the state and the similarity between New York and Georgia. Mr. Brown currently works with the CVIOG's Applied Demographic Program where they are involved in creating data for decision makers; creating a rich tradition at UGA (to applied demography); research and training (in addition to putting out numbers, we need to do research and planning; intent is to do updates); clients (Water Resource Planning-EPD, Budgeting for Change-OPB); and technical expertise.

A handout entitled The Demography of Change: Georgia's Challenge was distributed and discussed.

Discussion Topics

Georgia Ranks among the States: Georgia ranks #8 in population size. At the beginning of the 20th century, growth was slow. Around 1970, it picked up. By 2008, rate of natural increased has remained consistent. 1910-1970 was the Great Migration period. Since 1970, net migration has grown up and up. Projecting population is not as daunting as projecting for a hurricane. We only know for every ten years (Census) how our population increases or decreases. Net migration is based on age, male, female, Hispanics, blacks, whites and everyone else. Growth of state is really dependent on people coming here. By 2040, the population will be 1/3 White, 1/3 Hispanics, and 1/3 Blacks. Georgia is the #1 destination for African-Americans coming from other regions of the country.

Georgia Population by Age: 2010-2020 will show a tremendous growth in all the age groups. No real slump in the college age group. By 2040, the young baby boomers will emerge.

Georgia's Age and Race/Ethnic Composition: A chart was shown depicting the Black population and the Hispanic Population by year 2040.

Demography is Destiny: Looking at the current handout, where are the trends, where are the handouts? The more demographics – what's the level of education for your mother?

Overall: Thoughts on demographics – what extent will we build? Are we trying to develop a strategic plan on basis of who needs it or to fit with what the future is going to be? What are the constraints? It should not be dictated or mandated. We are changed ethnically and age-wise. We can be a much more engaged university with research and instruction. There is a great need for research. We are going to be a research university. We probably need to do research a little differently.

Strategic Planning

The results of three surveys (faculty survey completed in May 2009, survey for 2009 Academic Affairs Symposium, and student survey for the Strategic Learning Initiative from January 2009) were discussed. A Powerpoint presentation of the results is available on the Strategic Planning web site.

The next meeting (a brainstorming session) is scheduled for Friday, July 10th at 1:30 p.m. in the Peabody Board Room.