President's Strategic Planning and Budgeting Advisory Committee
3-5 p.m. Wednesday, April 5
Cadillac/Brule Rooms, University Center

Our meeting focus will be on using data for decision-making. Prior to the meeting, please do two things: 1) ask your department and other university colleagues what decisions in your department could profit from better data, and what kind of data would be useful; and 2) read this article: "Data-Driven Decision Making: 10 Simple Steps For Any Business," *Forbes.com* (July 14, 2016) https://www.forbes.com/sites/bernardmarr/2016/06/14/data-driven-decision-making-10-simple-steps-for-any-business/#28b488a25e1e

AGENDA

I. Updates and announcements
   a. SPBAC one-year anniversary
   b. Strategic Implementation Plan (available at http://www.nmu.edu/president/strategic-plan)
   c. Campus forum
   d. Mission/vision statements
   e. Higher Learning Commission recap

II. Using data to set goals and make decisions
   Read before the meeting:
   "Data-Driven Decision Making: 10 Simple Steps For Any Business," *Forbes.com* (July 14, 2016) https://www.forbes.com/sites/bernardmarr/2016/06/14/data-driven-decision-making-10-simple-steps-for-any-business/#28b488a25e1e

   Goal of discussion:
   To identify what resources, training, or other support offices on campus need in order to incorporate data into decisions and goal-setting
   a. Institutional Research (Jason Nicholas, Director of Institutional Research and Analysis)
   b. Financial data (Sherri Towers, Asst. Vice President for Budget and Finance)
   c. Data use example – Admissions (Gerri Daniels, Director of Admissions)
   d. Data use example – Marketing & Communications (Derek Hall, Asst. Vice President of University Marketing and Communications)
   e. Discussion