

TargetX Committee

Introduction: Principles of Committee Work

Committee processes utilize the collective intelligence of the college community in planning and decision-making and involves joint effort and support in the decision-making process. This process fosters a shared confidence that is extended to all other areas of responsibility within the institution, e.g., divisions, departments, and programs.

The following elements foster dynamic and cooperative interaction and are necessary for effective committee processes:

- **Integration:** As a complex institution comprised of several separate but interrelated units, each unit has distinct functional responsibilities and does its own part in enabling the College to achieve its mission and goals. However, these units depend on each other for the successful performance of their jobs and for the College to advance its mission. Frequently, decisions made by one individual, department, or division will influence the effectiveness of others. Consequently, effective committee work should view the task of providing input as an integrative process where multiple stakeholders' perspectives of issues are taken into consideration before final input is given. A sense of community is cultivated when all constituents are collectively considered through openness and involvement.
- **Inclusiveness:** An effective committee should recognize the legitimacy of the diverse perspectives of the various constituencies comprising the college community. Each perspective contributes to the collective wisdom. Members of the college community provide input so that all have a stake in the decisions and outcomes.
- **Open Communication:** An effective committee will create and utilize a communication system that enables and promotes dialogue, understanding, joint investigation, and creative collaboration among and between members and related entities. The free, unimpeded flow of information throughout the college community is essential if committees are to operate effectively.
- **Impartiality:** Individuals and groups represented in committee work and processes are treated in an equitable, just, respectful, and caring manner.
- **Efficiency and Effectiveness:** Priorities, purpose, advising, recommendations and input are examined and validated with an open system providing timelines and feedback to the authorizing authority of the committee. These activities adhere to the Procedural Rules, Recommendations and Reports, per the Committee Charter document from the President's office.
- **Values:** Input and recommendations from committees are consistent with the mission, vision, and values of the College and the campus community.

- **Responsibility:** Individuals on committees are expected to be truthful, respectful, and to come to meetings prepared, open-minded, critical and curious. While disagreement can be risky, inspecting critical assumptions with personal and contextual respect is a key aspect of demonstrating committee member responsibility. No person should fear retaliation for expressing his or her views and opinions about issues or topics under committee review and contemplation, as long as one is not attacking, defaming, or slandering another.

Kalamazoo Valley Community College is a public community college. Statute vests responsibility with the Board of Trustees to hold in trust and good custody the interests of the county, the state, and the citizenry. These are responsibilities for which the Board is accountable and which neither it nor the President, who is an agent of the Board, can delegate. Therefore, all decision-making must be in the form of recommendations to the President or the Board as appropriate. Nevertheless, as members of the college community, the Board and the President support the college committee structure, process, and procedures so long as they do not result in recommendations contrary to statute, fundamental principles or mission, or the vital interests of the College or the larger community.

Committee Specific Information:

I. The Committee will be called the TargetX Committee.

II. Purposes

The committee is created for the purpose of TargetX tools are used in alignment with Kalamazoo Valley's Enrollment Management Plan, Marketing Plan, Strategic Plan and Mission, and shall limit its activities to advising on matters that directly concern recruitment retention and completion. The specific purposes of the committee may include the following responsibilities:

- Review existing operations and business practices using the TargetX and Salesforce software. Be the leaders for change when processes and practices need to change.
- Investigate and review other TargetX/SalesForce products and partner software programs for use at the college to enhanced productivity for staff and provide constant improvement for the student experience.
- Provide recommendations for administrative and academic areas consistent with priorities and objectives of the college.
- Provide budget initiatives and communicate implementation strategies consistent with the college's Enrollment Management, Marketing and Strategic Plans.

III. Role of Committee

It is the role of the Board and Cabinet to enact policies. This committee is expected to offer recommendations for instructional programs or services and to provide information relevant to instructional programs or other critical services to the administration and/or faculty and Deans, and as such this committee is tasked with representing a variety of stakeholder's perspectives and input.

IV. Membership

Composition: The TargetX Committee shall consist of at least 20 members.

Term and Membership: Term and membership must be approved by the President. Approval will take place annually.

V. Organizational Structure

VI. Committee Chair: The committee will at least have a chair. The chair shall be approved by the President.

VII. Procedural Rules

Meetings: The committee will meet at least four times per year. Written notices of upcoming meetings and agendas will be sent to members before each meeting.

Minutes: Minutes of each meeting will be kept. Copies of agendas and minutes will be e-mailed to Archives@KVCC.edu within two weeks of a meeting. It is the responsibility of the chairperson to see that agendas and minutes are maintained.

Recommendations and Reports: Committee recommendations and reports will be submitted in writing to the President and designated Vice President. Documents will include both suggested action and justification for suggestions.

Dismissal: Members who are absent without reasonable cause from three successive meetings will be considered to have resigned their seat. The committee will move to fill the position.

Public Announcements: Members shall not report opinions expressed in meetings, nor shall they report independently on committee action when speaking to external publics.



SIGNATURE OF PRESIDENT

DATE