

**Leadership Council  
Jackson College  
Wickwire House  
July 18, 2018  
Retreat**

The Leadership Council retreat of Jackson College was held on July 18, 2018 at Wickwire House, 1135 Wickwire Rd, Jackson Michigna.

Leadership Members Present: Dr. Daniel Phelan, Dr. Kate Thirolf, Jim Jones, Sara Perkin, Jeremy Frew, Cindy Allen, Lee Hampton, Jason Valente and Darrell Norris.

Meeting start time: 8:30AM End time: 12:23PM

**FIRST TEAM NORMS**

The team reviewed the first team norms.

**MONTHLY BELIEF/GOOD NEWS**

Celebration of the monthly belief and good news stories were shared.

**BLUE OCEAN SHIFT DISCUSSION**

What are the themes between The Business Innovation factory and Blue Ocean Shift

- Work on human factor cross walks into Blue Ocean Strategy
- Focus on the customer
- Pay attention to the non customer as well
- Not all customers are the same – the one before you may not be the same as the current.
- Being mindful that the market will adapt.
- **Value creation**
- Experience they have for the services and space we provide
- Supportive spaces to be successful
- **Waste elimination** – programs that do not lead to employment/life sustaining wage
- Hot spot vs cold spot
- How do we create a model that supports the entire student but does not out resource our employees.
- **Outcome from AFIT - Jet protocol for how we undertake new work**
  - Replicable from us to other areas
  - This is how we do business
  - We need to follow every time to help eliminate waste
- **Goals for AFIT:**
  - Develop a Jets Protocol (then apply to the whole student)
  - Value creation Focus on blue ocean – addressing the needs of the whole student
  - Waste elimination (we will pick a project )
- We must be the cheerleaders to help the organization move through the change process
- Key Points on Blue Ocean Shift
  - We are the blue ocean strategists
  - We do not take industry conditions as a given

- We do not seek to beat the competition, but seek to make the competition irrelevant
- Focus on creating and capturing new demand, not fighting for customers
- Pursue differentiation and low cost simultaneously
- Break and not make the value cost tradeoff
- Focus on non-customers more than existing customers

### **BOARD RETREAT DEBRIEF**

President Phelan provided an overview of the board's recent retreat. He shared that the board will be considering eliminating the July and December Board meetings. There will still be 12 monitoring reports. He also shared that they received professional development on both Sexual Harassment and Mental Health Awareness. Legal Counsel will provide an update each summer as well as provide continued professional development.

### **LC MEETINGS**

Conversation was held around the efficacy of weekly meetings. We will continue to begin meeting at 9:00am and conclude at 12:00pm. Interviews will begin at 1:30pm if we do have interviews.

### **PMI'S**

President Phelan reminded the team that they need to ensure that PMI's are being held on a regular basis.

### **LEADERSHIP DEVELOPMENT**

President Phelan would like for each LC member to have a second in command identified. Cindy Allen shared an overview of what we are doing and the desires of our employees which is for additional training and opportunities. The group discussed providing feedback to one another to ensure we continue to grow as a team.

### **OTHER TOPICS**

The Group discussed the colleges partnership with JTA. Kate is working with JTA to gain usage data, Darrell is working on gathering cost estimates for potential purchase of vehicles. A sub group meeting will be held with President Phelan, Jim, Darrell, Kate and Jeremy to determine next steps. Darrell will also include athletic usage for the vehicles.