

STRATEGIC PLANNING TASK FORCE 2012-17
Meeting #20 January 6, 2012
Student Center, Forum Room
9a.m. – 4:00p.m.

Members Present: H. Akin, C. Alexander, J. Bott, P. Gestwicki, M. Goldsby, B. Hannon, M. Holtzman, E. Kelly, T. King, W. Knight, T. Lauer, K. Lee, B. McNely, R. Morris, J. Obrycki, J. Palilonis, T. Proudfoot, P. Repp, F. Sabatine, J. Scheib, L. Siktberg, T. Taylor, G. Vasquez de Velasco

Members absent: K. Bales, K McGeary, C. Sullivan

Provost Terry King convened the meeting at 9:00a.m. This is the first meeting for spring semester, 2012.

The group was informed the strategic plan must be completed by July 1, and hopefully by the end of this month.

Discussion continued on the website and the necessity for it to be up and running.

The group discussed Draft 1.1 of the Strategic Plan (Attachment #1) Notes are in red on Attachment #1.

Melanie Turner
Recording Secretary

Ball State University
Education Redefined Strategic Plan
2012-2017
DRAFT 1.1

Vision

We seek to become recognized for being relentlessly focused on learning outcomes, embracing and solving today's greatest educational challenges, providing bright and curious students a holistic learning experience that occurs in and out of the classroom, and bringing fresh and pragmatic thinking to the problems facing communities, businesses, and governments in Indiana and beyond.

Draft identity statement 3.1

As a university we are committed to the traditional values of the academy: freedom of inquiry, imparting knowledge, and advancing the frontiers of knowledge, all for the purpose of bettering society and individuals. As a creatively pragmatic institution, we seek to articulate our distinctive place in the world while holding these values dear.

At Ball State we focus on students and high quality, relevant educational outcomes. Disciplinary knowledge is integrated with application. We do this in a manner that fundamentally changes students, researchers, and those who look to the university for guidance. Students learn how to turn information into knowledge, knowledge into judgment, and judgment into action that addresses complex problems.

External forces will continue to shape the role of higher education. We seek to lead rather than follow, with the following aspirations as our guide:

Challenge:

- the current educational paradigm
- students' assumptions and comfort zones,
- disciplinary boundaries
- the constraints of limited resources

Advance:

- critical thinking and creative problem-solving
- interdisciplinary knowledge
- scholarship and creative activity
- coherent, integrated student experiences
- innovative built spaces and campus infrastructure

Embrace:

- accountability
- adaptability and agility
- engagement with the broader community
- diversity and inclusion
- meaningful student-faculty exchanges

Strategy

Ball State University will continue its efforts to differentiate itself from other public universities by enhancing the quality of the academic experiences offered to all students, by attracting students of higher quality, by encouraging increasing success of the faculty and academic programs, by creating a vibrant university community, and by providing a distinctive impact on the economic wellbeing of the state of Indiana.

Themes

Ball State will accomplish its strategy by focusing on four key themes.

1. Provide a distinctive and consistently high-quality educational experience through **all (it's?) academic offerings**

Ball State will provide a distinctive educational experience, from undergraduate to graduate, traditional to online, where theory and knowledge are tested through practical application. Immersive learning opportunities bring talented and focused students together with progressive faculty to create unique, high impact learning experiences.

Learning Outcomes

- Continue to raise the academic profile and sharpen the academic focus of our student body
(Additional bullet to incorporate student responsibility input & output on metric)
- Evidence student success through:
 - High retention rates
 - Strong graduation rates
 - Awards of national scholarships and fellowships
 - High employment placement rates
 - High graduate and professional school placement rates
- ~~Successfully~~ implement a cohesive, holistic core curriculum at the undergraduate level
- Increase integration of graduate and undergraduate experiences
- Continue improvement of student diversity, both ethnic and geographical (continue to increase the diversity of the student population)
- Continue to expand the breadth and depth of immersive learning experiences available to students
(Sharpen undergraduate and graduate focus?)
(Add statement on experiential learning)

2. Become a recognized leader for educational innovation

Ball State will become a recognized leader in innovative pedagogy and curricula, successfully synthesizing teaching, scholarship, and research.

Outcomes (Ball State will be recognized)

- Increase the range of academic programs nationally ranked or recognized for innovative pedagogy and curricula, (synthesis of teaching),(scholarship and research), and (leveraging built environments), (technology) and (media). (metrics in Theme 1)
- Be recognized for scholarship ~~in~~ of teaching and learning
- Adapt policies and procedures that focus on increasing student success.
- Create a dynamic and forward-facing university academic plan

3. Invest in an increasingly vibrant and integrated campus community

Students will benefit from a university that views the entire collegiate experience as a holistic learning opportunity. Professors and students remain at the center of teaching and learning while facilities; equipment; and speakers, arts, outreach, fitness, and entertainment offerings are integrated into student learning goals.

(Needs another sentence bringing together quality of workplace and life)

Outcomes

- Develop systems and strategies that help faculty and staff conceptualize students entire Ball State experience as a cogent, consistent, integrated educational experience. Implement through clear roles, responsibilities, and rewards.
- Work with the community to grow and accelerate a college-town culture where high educational aspiration and attainment becomes a cultural norm. The plan will increase integration and synergy of goals initiatives between campus and community.
 - Identify physical master-plan opportunities to create open and inviting physical and transportation corridors between campus and community
 - Increase collaboration and dialogue among stakeholder groups, both internal and external to the community
- Continue to position the university as a steward of the environment by building on the university's expertise and success in sustainability
- Ensure a transparent annual process that establishes a clear definition of success at the division, department, and individual level.
- Ensure a high-quality work-life environment that encourages faculty, staff, and student achievement, aligned with strategic plan priorities, and positions the university to attract and retain talent on a national scale
 - Increase informal and social interaction among faculty and staff in an effort to increase interdisciplinary collaboration and creativity

4. Help communities, businesses, and government agencies in Indiana thrive through student engagement and faculty expertise

Ball State will continue to emphasize teaching, learning, and research that synthesize disciplinary knowledge with application to today's most complex challenges. Students will learn to turn knowledge into judgment and judgment into action in situations that benefit the vitality of business, community, and government partners.

Outcomes

- Reengineer our statewide engagement efforts.
- Take a leadership role in education reform in Indiana and the nation.
- Review commercialization goals and outcomes and identify new opportunities and strategies.

Develop a strategic array of in-person, online, and hybrid educational offerings that meet the increasingly diverse learning needs of the state of Indiana. ~~Establish a reputation for providing consistent, high-quality and rigorous engagement and~~, while maintaining high quality, rigorous standards...

Online Education under Theme #2