

STRATEGIC PLANNING TASK FORCE 2012-17
Meeting #4– May 12, 2011
Student Center, Pineshelf Room
1-5pm

Members Present: H. Akin, C. Alexander, K. Bales, J. Bott, P. Gestwicki, J. Goldsby, E. Kelly, T. King, T. Lauer, K. McGeary, B. McNely, T. Proudfoot, F. Sabatine, J. Scheib, T. Taylor, G. Vasquez de Velasco

Members absent: B. Hannon, M. Holtzman, R. Howard, M. Karner, K. Lee, R. Morris, J. Obrycki, J. Palilonis, P. Repp, L. Siktberg

Provost Terry King convened the meeting at 1:00 p.m.

The Task Force:

- Discussed and listed places and other attributes of the University (Attachment #1), and composed statements relating to the topic.
- Discussed and listed programs and events specific to Ball State (Attachment #2), and composed statements relating to the topic.
- Discussed and listed people at Ball State (Attachment #3), listed subgroups and roles within the people list (students, faculty, alumni)
- Discussed the role of Emerging Media
 - Pockets of excellence of which no one is aware
 - Generally not known by the population
 - Emerging Media Initiative is a good place to meet; however, sad to see in a reporting mode. More interested in seeing what students have done.
 - No one in department talks about emerging media
 - Missing a huge opportunity to use free, simple tools
 - The university has built a brand, we just haven't publicized it.
 - The campus is not just here. Our campus should be broad. Should be getting other people involved.
 - We don't know how to celebrate. Period.
- Discussed and listed items that the task force hopes will change about the issues discussed today (Attachment #4)
- Discussed the responsibilities of the group this summer: conduct and collect data from stakeholder groups. The next step is to making sense of the data, and putting the themes together.

Places and Other Attributes of the University

Airport

Quality of place-very important

(sends message we're a quality institution)

McKinley Mile (N-S-E-W, center)

Beneficence Statue – spiritual destination

Frog Baby – at duck pond

Museum

Concrete ledge inside of main entrance to LB – looking out at the Bell Tower

Teachers College – tallest on campus, good view

Sursa Hall

Emens Auditorium

Cow Path

Alumni Center

Scheumann Stadium

Worthen Arena

London Center

The Village

Village Green Records

Talley

Bell Tower

Computer Labs

Student Fitness and Recreation Center (Rock Wall)

Kinghorn Hall

Greenhouses – Christy Woods

Glick Glass Center

Welcome Center

Bracken House-very accessible

Virginia Ball Center – Kitselman House

EB Ball Center

Scramble Light

What do we observe from these comments?

Places where “stuff” happens

Places that make you smile

Community

Represent culture and tradition (perpetuation of that history)

Pride

Places where people like to go – probably why things happen here

Scramble Light is probably the one that you go by and know that's where students meet and it has to make you smile

Absence of our working academic places – the only places where teaching happens. They're designed for the vision of immersive learning of which we've claimed.

Nice clean campus. Doesn't have a visual impact like MIT or Princeton. It's clean and well-lit.

Statements from groups regarding Gathering Places

“Gathering places where the community explores and learns.” (Community can be broadly or narrowly defined.)

“A beautiful campus where we work and learn but we don't live here. Structurally appealing, functionally limited.
“Comfort”-that says a lot.

Ball State University places provide comfort to parents and undergraduates in a safe, small, environment for everyone to grow and learn. Excitement comes from outside the classroom-in athletics, downtown, travel abroad etc. Our places support our mission, they do not support our young adults.

Specific Things, Programs, Events

Athletics
Commencement
Late Nite
Experiential learning
Performing Visual Arts events
Convocations
Technology
Picnic
Summer workshop (CAP)
Camps in summer
Happy Friday guy
Carter's Hot dogs
Charlie Cardinal
Online learning
Bed races
Homecoming
Mud volleyball
Quad Bash
Letterman Series
Excellence in Leadership speakers series
E-day
Family weekend
Orientation
Study Abroad
Move-In
Senior Congratulations Party
Executives in Residence
J-Day
Building Better Communities

What do we observe from these comments?

Almost nothing that has broad appeal that brings the campus together, with the exception of Homecoming and Family Weekend.

Statements from groups regarding Things, Programs, Events

Niche communities – how is the campus community impacted by more faculty and staff residing outside Delaware County?

Things, events, and programs at BSU reflect no strong identity, tradition, or history of the institution. Nothing that can be described as holistic, that celebrates pride in the institution.

We have many diverse activities that are not all-encompassing or necessarily unique. Campus culture creates niche communities more than a comprehensive Ball State Community.

People at Ball State

Students
Faculty
Students (and president) on BSU advertisements
Staff
Professional Personnel
Service personnel
Alumni
Special guests/visitors who impact our priorities (Sutton Foster, commencement speaker, honorary degree recipients, guest artists/speakers, donors/benefactors)
Famous graduates
Retirees
EMI fellows
Endowed chairs/distinguished professors
Administration
Ball family
Trustees
Contract faculty

Student Groups

Students
Athletes
Burris/Academy students
Student performance groups
Honors students
Commuters
International Students

Who are our students?

Unambitious	Comfortable
Entitled	No rush to graduate
Not worldly	Good work ethic
Bright	Not over-achievers
Hard working	Scholars
Respectful	White
Midwestern	Limited experience of the world
Personal Pride	Curious
Academically solvent	Friendly
Don't question enough	First generation college students
No collective pride	Compassionate
	Feeling fortunate to be here (attitude of freshmen)

Who are our Faculty?

Creative
More varied than students
Concerned for students
Some very super-engaged faculty
Disillusioned
Disappointed
Complacent
Dedicated about teaching, enjoy teaching, but they want to teach it their way.
Overworked
Lazy (in a research sense)
Second-order ignorance
Unaware
Underpaid
Undervalued
Underappreciated
Disparity in pay between departments
Barely hanging on
Moving on
Does the average faculty member know the game has changed?
Does the average faculty member understand that the deal they struck with society (to be a tenured faculty member)
– they don't want this deal anymore?
A lot of the adjectives describing students could be applied to faculty

Alumni

Sometimes a liability
Don't want to see change – immediately stop contributions if there is a change they don't like
Supportive and allows change
“This is not your daddy's Ball State” – culture change happening
Different institution
Wants to see the university succeed
Getting to the point where they're successful – considering donations to the university

Statements from groups: What do hope will change about issues discussed today?

Try to develop more of a sense of community, a larger scale community
Cultural flexibility – we should be able to shift, to change with the game, or to change the game ourselves
There needs to be more continuity between the identity we're trying to create and the execution at the faculty level
Balance for faculty buy-in, they need to feel that it's not thrust on them, but that they're contributing to it; they need to be involved
Institutional discipline and focus
Resources and time to implement initiatives
Improvements in teaching spaces
Give up grades – move to portfolio assessment
Changing culture of surrounding community, alumni, and faculty. These changes will influence our students
Develop small, adaptable, agile, distinctive, forward-thinking units
Increase level and quality of engagement
Establish effective post-tenure review
Embrace risk and innovation