### STRATEGIC PLANNING TASK FORCE 2012-17

Meeting #8 September 15, 2011 Student Center, Room 310 8-9:30 a.m.

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

Members absent: Akin, H., Hannon, B., K. McGeary, J. Obrycki, J. Scheib

Provost Terry King convened the meeting at 8:00 a.m.

#### The Task Force:

- Was introduced to the new undergraduate student member of the task force: Con Sullivan
- Discussed the Identity and Values Statement and what do with the data we're gathering from the stakeholders meetings.
- The following discussion came from reviewing the 9/13/11 draft identity statement:
  - o Goals created would be included in the second paragraph regarding students
  - o Uncertain future? Ever changing, evolving (uncertain is a negative connotation)
  - o Do not use the term, "real world"
  - O What is this longer range concept that we have for the institution that the commission will look for in our statements? We can't give the impression that we change our vision every time we change our strategic plan. What is the long-range identity of the institution? What was the long-range goal that was established early on?
  - Can an institution k now what the it's going to be like in 5-10 years? Definition is more like community and what technology does is extending the community. Place is better explained by community, gathering, etc.
  - Are we just trying to be Western Governor's University (WGU)? We're not, but we offer something very different from WGU, but continue to have value. We don't have just campus place, satellite offices, study abroad. WGU has very little mediation. The Professor is between you and the mediation.
  - o We're flexible enough, we'll have a place and plan to get it there
  - We embrace quality education; how do we improve education quality?
  - o How do we become more proactive in creating the future statement? In some ways, we are way ahead of IU and PU because all their attention is going to research.
  - Another facet is our size do we want to grow? Is that related to our agility, or ability to change?
     Do we really want to increase state revenue or maybe in the end that's a good thing. There may be a number of facets that can prepare us for that changing world. We are exercising that foresight.
     It's there already.
  - The process in developing the last strategic plan, there was no way we could have anticipated the economic realities that changed the direction that brings us to this point today. With this plan, we still cannot predict what's going to happen in the next five years. The plan is not to drive that vision. Different processes that help to define. Having a strategic plan that allows for that type of

- engagement, maybe annually, is important to define what the vision is going to be five years from now.
- We need to be more flexible and we need to have the input from various stakeholders along the way to make that clearer
- O Where we are today is not where we started. We can't predict and control those. But we can still have a vision of the quality and develop a process to get there
- Needs to be some future orientation of our though process-future oriented planning implies that we
  are actively engaged in assimilating ourselves. We're always scanning our environment. Forward
  thinking rather than just reacting.
- The final sentence the sense that we have an identity, we know our identity, we're confident not trying to change who we are, but how we respond, adapt, anticipate...
- Our identity will help us to take advantage of the opportunities. Something that points to being forward thinking, engage with the future as it evolves. Shows we're an active participant, not just a recipient of the future.
- The ever changing future...offer word "environment." That what's made us distinct and will continue to do so, is educational quality, but more specific. Engagement between the faculty member and the student. It really doesn't matter whether it's electronic or face to face. One of the reason of the reorganization is to make that relationship better (electronic).
- Appropriateness of the structure of the values/mission statement? Title of action statements okay?
   Reword, "action."
- o Research, Scholarship and creative
- o Add "inclusion" before the word diversity
- What does it mean to be creatively pragmatic? Constraints about how you're going to solve something...
- O Identity? Is it a conscious decision to not mention something between the balance of undergraduate and graduate. No matter what happens, we're still going to be focused on undergraduate education. We need to be careful how we state that. If we say we're focused on student-faculty interaction that would cover both undergraduate and graduate.
- Discussed communications plan Tom Taylor

## <u>Goals</u>

Buy-in from faculty and staff. Cannot be a closed process

Two-way communications: Interactions

Timely input

### **Key Audiences**

Faculty

Staff

Students

# Key Messages

Openness/inclusion

**Participatory** 

Timeline

What we have (a) heard, (b) learned, decided (comprehensive list/report as to what was gathered)

# **Vehicles**

Web-periodic updates

Artifacts

Input mechanism

Presidential communications:

President's Perspective

Speeches/addresses

Face to face:

Organizational meetings/regular updates

Communications Center – category for strategic planning

Develop list of who to contact, strategy, and frequency

### **Process**

Data-gathering (Synthesis-Output)

SWOT-A (Synthesis-Output)

Development of future statement vision

Circulation-feedback

3-5 major themes, once established, details on targets for those goals, timeline

## Content

Tallies of data-gathering sessions (compilation) – also SWOT-A analyses from Administrative Retreat (single aggregation, by stakeholder group) Faculty, Staff, Student, external

Synthesis – how do we want to go about the process? Simple narrative, summary of core themes by stakeholder groups

Next step, do we try to make sense of that?

The meeting adjourned at 9:15 a.m. The next meeting is scheduled for Thursday, September 22, 8:00-9:30 a.m., in Student Center, Room 310.