

# Academic Planning Steering Committee

February 3rd at 12:00 pm

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*Present:* Bill Byrnes, Sarah Brown, Gerry Calvasina, Patrick Clarke, Kim Craft, Christine Frezza, Kurt Harris, Baiba Hicks, Deb Hill, Scott Lanning, Megan Lloyd, Karl Stevens, and Bruce Tebbs.

*Excused:* Artis Grady

## I. Agenda and Document Review

- Bill Byrnes reviewed the agenda for the meeting.

## II. Discuss Revised Vision, Mission, Core Themes

- Bill Byrnes reviewed the most current version of the Mission, Vision, Core Themes, Competitive Advantages, Strategic Initiatives, and Key Stakeholders. Changes and comments were as follows:
  - Vision
    - The statement was reworded to improve readability and strengthen the message: “Southern Utah University, a nationally recognized premier center for learning, enables its students and graduates to honor thought in all its finest forms and to excel in life.”
  - Mission
    - Bill noted that based on feedback from the forums indicating that people thought the mission statement was too long, he revised the mission statement into one sentence followed by the outcomes associated with the mission.
    - The APSC group felt it was more readable now, liked the bulleted format and were overall pleased with the revision.
    - There were no changes suggested to the current revised mission statement.
  - Theme 1 – Academic Excellence
    - Change “SUU is committed to supporting” to “SUU supports”
  - Theme 2 – Involvement & Personal Growth
    - Rearranged last sentence to read: SUU is committed to helping students become confident, creative, and adaptive life-long learners, known for their service to the community.
  - Theme 3 – Community & Social Responsibility
    - Replace “The University” with “SUU.”
  - Competitive Advantages
    - First paragraph: Change “There are” to “Students are”; “pursing” to “pursuing”; “but few universities” to “and few universities”; “pursuit” to “goal (or) endeavor.”
    - Second paragraph: Add a period after “value” and delete “for good reason, it is true”; change “Students and parents can trust” to “Students and parents trust.”
    - Third paragraph: add “a” before unique.
  - Strategic Initiatives
    - No changes to the current Strategic Initiatives
  - Key Stakeholders
    - Undergraduate Students: Add “who” between “students” and “are returning”; change “differing” to “deferring.”
    - Faculty, full and part-time: Add a period at the end of the sentence.
    - A suggestion was made to add the Board of Regents to this list.

## III. Discuss Revised Strategic Plan-At-A-Glance - Key Balanced Scorecard Areas

- Bill explained that the section entitled Strategic Plan-At-A-Glance is built into the software being utilized to formulate the academic strategic plan. The bolded “top level strategic plans” were determined from information collected at campus/community forums. The sub-goals and department goals information listed are generated from the original strategic planning meetings, APSC meetings, the white papers, and suggestions from consultant Charles Schroeder. Bill has just started entering all this information; it is a work in progress.

- Financial & Budgetary Strategic Goals & Organization Goals:
  - There were no changes suggested for the present list of subgoals.
- Students & Stakeholders Strategic Goals & Organization Goals:
  - There was discussion on item 2.5, “Develop undergraduate and graduate programs.” Questions raised: Should we insert “new” between “develop” and “undergraduate”? Do we identify development of existing programs separately? Bill will incorporate ideas suggested and reword.
- Internal/Operational Strategic Goals & Organization Goals
  - Item 4.6: Change “Reduce variation in quality” to “Ensure consistency in quality.”
  - Item 4.9: Is online learning and distance education addressed in this item?

#### **IV. Key Performance Indicators (KPIs)**

- Bill introduced discussion on Key Performance Indicators (KPIs). These measurements will enable us to assess our programs.
- The group reviewed a list of suggested KPIs including:
  - Increased number of applications – more demand to come to SUU
  - Higher incoming ACT scores
  - Fewer students needing remediation level classes
  - Increased retention year to year
  - Increased 6-year graduation rate
  - Increased acceptance into graduate programs
- Bill noted that the goal was to prioritize the Top 5 KPIs, although the others will still remain on the list.
- Instead of breaking into groups to brainstorm KPIs, it was decided that group members would work individually and email a list of suggestions to Bill by Monday, February 8.

#### **V. Meeting**

- February 10, 2010 at 12:00 pm. At this meeting we will focus on KPIs and other assessment measures we want to incorporate in the plan. Additional goals and objectives will also be developed for the committee to review.

Meeting ended at 1:25 pm.