

STRATEGIC PLANNING TASK FORCE MEETING

January 20, 2015

Starlight Room

Participants: 23 faculty/staff (Business), 10 Task Force Members

Co-Chair Marvin Dodge called the meeting to order at 11:35 and welcomed attendees. Self-introductions were made. Marvin explained the purpose of this process, to establish new core themes and mission statement. The information gathered will be used to write the 1st year report for the accreditation process.

Co-Chair Emily Dean had attendees count off to form seven groups. There were 3-4 people in each group, not counting the Task Force members who floated from group to group. The direction given was to brain storm for a set amount of time and wrote down all ideas on the large papers posted on the walls around the room. After the allotted amount of time groups were combined to three larger groups who then identified their three main suggested core themes for their group. The groups were then brought back together. Emily went around to the groups to get their top choices for core themes which were then posted on the white board. Attendees then voted "Las Vegas" style with flags identifying their top five choices. The break-down was as follows:

Career and Skill Preparation (17)

- Starting salaries for students
- Placement rates in your discipline
- Donations/endowments to SUU
- Participation on advisory boards
- Participation of professionals in academic process

Quality/Academic Excellence (28)

- Quality and Academic Excellence were originally two items but then combined
- Student surveys (5 years after graduation)
- Accreditations
- Are we serving our students well?
- Class size (small)
- Marketable skills and abilities
- Grad school admissions
- Employer feedback
- Professional Codes of conduct (teaching about)

Networking (7)

- Professional networks for students, alumni, professors
- Building contacts and bridges

Student Engagement (10)

- Faculty retention
- Involvement and personal growth
- Internships for students
- Student research (papers presented, etc.)
- Finding majors that connect students to jobs in their discipline

Social Responsibility (3)

- Giving back to larger community (volunteering, choice of future careers, philanthropy)
- Establishing values
- Hard to come up with KPIs for this category
- Link with career issue – properly prepared students is also a part of our ethical/social responsibility
- Honesty and integrity as measured by employers

Economic Payback/Career Development/Placement (15)

- Finding a job
- Similar to #1

Open discussions followed. One of the attendees said their group decided that the present core themes were good but needed to be fleshed out and more effectively shared with the campus community. Another attendee said that “throwing people in a room for one hour” to brainstorm does not necessarily mean the ideas stated signaled the best direction to go in. Marv explained that all the thoughts would be compiled and much more discussion would be conducted. It was asked if the campus would get another look at the product before a final decision was made. The answer is yes.

Emily reminded all about the website and email. Emily and Marv thanks all for attending and supporting the process.

The session was adjourned at 12:50.

The next session will be held Wednesday, January 21 at 3:00 a.m. in the Starlight Room.