

STRATEGIC PLANNING TASK FORCE MEETING

January 27, 2015

Starlight Room

Participants: 22 faculty/staff (primarily Athletics), 12 Task Force Members

Co-Chair Emily Dean called the meeting to order at 9:15 and welcomed attendees. Self-introductions were made. Emily explained the process that is currently taking place and the reason for it; the information gathered will be used to write the 1st year report for the accreditation process due March 1. She reminded everyone in attendance what the current core themes were. It was suggested that the new core themes be easier to remember. She said each group that has met previously had different processes and there was no bad way to go, nor any bad ideas.

Marvin Dodge shared that President Wyatt has initiated this process and the Strategic Plan will be in place for the next 5-10 years and will be directly tied to the budget. It is a continuous process and won't be completed then filed away. It will define the vision of SUU. He reminded the group that core themes must be measurable and that there will be more meetings in the future while this year-long process continues.

A visiting reporter asked why this process was so important. Marv said that it is important to any institution to have a clear mission statement and core values and that this was something we were dinged on during the accreditation team visit. Adequate standards need to be in place to deem you creditable and this is all part of the process – having a comprehensive Strategic Plan.

Ed Lamb asked how deficient SUU was in regards to the accreditation team. Emily said it wasn't tied to the budget. Marv said that the Academic Road Map was not a comprehensive strategic plan and wasn't tied to budget. If the plan isn't tied to budget then it might be deemed a waste of paper.

Chris Becher asked for an example of core theme, how to tie it to budget. Answer - small class size is desirable but it costs more to have small classes with Ph.D.'s as faculty members. It is much less expensive if you had an adjunct or very large class sizes. This ties directly to budget.

It was asked if this should focus primarily on Athletics or the campus as a whole. The answer is "yes," meaning to look at both.

Emily then divided attendees into seven groups of three/four. The direction given was to brainstorm for a set amount of time and write 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:

Academic Excellence (79)

- Community learning
- Getting more degree options (more grad degrees)
- Enrollment + matriculation
- Graduation rates
- Real world applications
- Evidence-based practice (disconnect between the classroom and the real world)
- Internship placement rate
- Improve grad rates and retention rates
- Set us apart from Weber State & Dixie State
- How to market to recruits
- Use academic excellence to lure businesses here
- Graduation rates higher than peers
- Making our unique selling points known on a larger level
- Specific goals
- Distinction on recruiting trail
- Some worry about consequences of Strategic Planning for Athletics funding
- Placement rates for specific programs, careers (medical, law)
- Athletic eligibility
- Develop Ph.D programs
- Foster relationships with the community to keep graduating students here in Cedar City
- Instill Life-Long Learning in the community. How do you infuse Life-Long Learning?
- Develop a welcoming feeling for the community

Community Engagement (30)

- Social Development
- Marketing/Business opportunities
- Bringing community to SUU to watch events
- Social Cohesion
- Local Economies
- Student life/sporting events
- Volunteer/Service opportunities for students
- Engagement in the community sets SUU apart
- Value of EDGE
- Intern placement

Life Long Learning (4)

- Reaching out to community (Continuing Education classes)
- Make the community feel a part of SUU
- Higher attendance at athletic events
- Provide more grad degree options

- Social development
- Not just a 4-year experience
- Community engagement
- Community service
- Provides business opportunities in terms of fundraisers
- SUU is part of the local economy
- Bringing community on campus for events
- Less night life, good opportunity to attend sporting events

Open discussions followed. Ed Lamb said it felt like they were asked to construct ideas and have now deconstructed them. They are all connected and get back to the same master list. He wanted to display a united front (the entire Athletics Dept. group) and felt this was important. He asked how this is measured in regards to academic excellence.

Athletic recruiting is tied to marketing which tied to dollars. Does changing core themes effect allotment of dollars available? It could. The question was asked if we can be all things to all people, how do we recruit, what do we tell recruits.

This falls into all categories of education, set benchmarks benefits Athletics in recruiting, staff included. Everyone must meet overall campus goals, how do we engage Athletics in the success of SUU?

There was concern in the group that Athletics may get less dollars as a result of the new Strategic Plan and asked how they could remain an intricate part of SUU. How do we do core themes and KPIs better than anyone else. President Wyatt said everyone, not just Athletics, should be concerned as the new Strategic Plan will effect dollars received across campus.

Nick Bartlett said he felt torn in regards to looking to Athletics needs vs. the campus-wide needs.

Kyle Newhouse said he felt the process was to make SUU better as a whole

Marv asked the group what we can do to help get more wins. Ed Lamb said they need recruitment help, there is no distinction academically on recruitment numbers. He feels EDGE is under-sold, students and faculty/staff don't fully understand the benefits.

It was felt SUU doesn't deliver Life-Long Learning at this time. This must be changed. We need well-rounded staff/faculty/student body.

It was commented on that the GPAs that Athletics demands help students succeed in classes.

Marv again stated there is no pre-written plan in place, it will be built with the ideas and thoughts gathered in these meetings. That is why participation is vital to this process. Marv asked the group to please stay engaged with the process. He also explained that the new strategic plan will be directly tied to budget over the next 5-10 years.

Marv and Emily thanks all for their attendance and participation – it really matters

The session was adjourned at 11:40.

The next session will be held Wednesday, January 28 at 3:00 p.m. in the Starlight Room.