

## **STRATEGIC PLANNING TASK FORCE MEETING**

**January 28, 2015**

**Starlight Room**

Participants: 21 staff members, 14 Task Force Members

Co-Chair Marv Dodge called the meeting to order at 3:05 and welcomed attendees. Self-introductions were made. Marv explained the process that is currently taking place and the reason for it; the information gathered will be used to write the 1<sup>st</sup> year report for the accreditation process due March 1. President Wyatt has tasked this group to work on new core themes. He then reminded everyone in attendance what the current core themes were. He also shared that the document has not been pre-written without the input from the campus as this process is very important. These new core themes will feed into the marketing of the university and tell what SUU is all about.

Co-Chair Emily Dean then had attendees count off to form six groups of three/four. The direction given was to brain storm 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:

### **Engaged Students, Faculty, Staff (8)**

#### **Whole World Experience in a Personal Atmosphere (24)**

- Percentage of students who do internships
- Study abroad
- How many professors have terminal degrees in their field
- Undergrad research
- Holistic experience
- Best undergrad experience in the west
- Good value
- High academic rigor
- Graduate level education in undergrad setting
- Acceptance into grad school (tracking)
- Graduation rates
- Distinguished guests/lecturer on campus
- Research opportunities
- Whole world experience both in and out of the classroom
- Convocations

### **Provide Safe Environment for Student to Excel Academically (1)**

- Safe environment for students to excel
- Physical safety

### **Responsive Relationships with Partners (Regional, Community) (13)**

- Students with faculty and staff
- Interconnections across campus
- K-12 Schools
- Alumni
- Who are we to our community?
- Regional College? Liberal Arts? Not R1, R2?
- We are not responsive to the community
- Acknowledge the relationships with each other and the community

### **True Residential Campus (9)**

- Sets us apart
- Traditional college experience
- Mentoring relationships between students, staff and faculty

### **Personalization for Students Across Campus (19)**

- Training student employees
- Training in customer service
- Train to answer questions on the phone
- Put someone in charge of quality service
- Ask why students are leaving/what problems they've had
- Making sure students get the help and answers the need (centralize student support services)
- Personalized web site
- Stop punting from office to office – this needs to stop
- Break down silos
- Self-examination on part of departments
- Learn to ask the right questions
- Make people aware of the campus call center information number, x8888
- Cheat sheets with answers
- Quality service training for all
- Make sure that staff and faculty have the information they need to be of assistance
- Make sure full-time employees know how the university works
- Personalized academic service (office hours, tutoring hours, interactions with academic advisors)
- How to further develop faculty mentorship (undergrad research, teaching pedagogy)
- We are not doing enough to retain students
- Be welcome and supportive
- Have a kiosk for questions on campus
- When assisting a student with a problem/issue, stay with the student until resolved

- Become familiar with each other's roles on campus
- Acknowledge it is not the students problem
- Model good behavior

Open discussions followed. The question was asked about what was next. Marv explained that all the ideas will be compiled and core themes developed from there. The mission statement will come from the core themes. The core themes will be tied directly to budgeting process. There will be numerous other opportunities for everyone to become/stay involved in the process through the coming year.

Marv and Emily thanks all for their attendance and participation.

The session was adjourned at 4:40.

The next session will be held January 29 at 11:30 p.m. in the Starlight Room.