

## **STRATEGIC PLANNING TASK FORCE MEETING**

**October 29, 2015 @ 3 p.m.**

**Starlight Room**

Participants: Emily Dean (Co-Chair), Marv Dodge (Co-Chair), Jenna Ayers, Mitch Bealer, Mindy Benson, Keith Bradshaw, Tina Calamity, Brandon Day, Terri Day, Briget Eastep, Tiger Funk, Bill Heyborne, Eric Kirby, David Lunt, Johnny MacLean, Phil Roche, Shauna Mendini, Jennifer Oberhelman (recorder)

Marv Dodge welcomed all to the meeting. He reminded the Task Force that the campus and community forums has been set for November 19, 2015. Campus forums will be held at 10:00 a.m. and 3:00 p.m. in the Charles Hunter Room. The community forum will be at 6:00 p.m. in the Charles Hunter. He encouraged the Task Force to attend what they could and encourage their co-workers and friends in the community to attend. He also suggested that it would be valuable for the Task Force to attend the NWCCU forum set for November 10 at 3:45 p.m. in the Sharwan Smith Center Theatre.

The Task Force started at the beginning of document and starting reviewing the document. The plan is to complete the review of the draft and submit to the President's Cabinet prior to submitting the draft plan to the Board of Trustees. Upon approval of the President's Council, the draft will be put on-line and made available for public review prior to the November 19 meeting.

Below is the document from the beginning through Strategy 5, Objective 5.2.3.

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### **SOUTHERN UTAH UNIVERSITY DRAFT STRATEGIC PLAN OUTLINE**

**MISSION:** SUU is a dynamic teaching and learning community that engages students in experiential education leading to personal growth, civic responsibility, and professional excellence.

**VISION:** Southern Utah University will receive national recognition for its innovations in learning, student success, and providing the best educational experience in the intermountain west.

**CORE THEME 1, EXPLORE:** SUU explores diverse ideas, disciplines, skills, cultures, and places.

**Strategy 1 – Increase opportunities for the SUU learning community to explore complex problems and senses of purpose in the region, nation, and world.**

**GOAL 1.1 Expand and support partnerships for learning opportunities in and out of the classroom.**

**OBJ 1.1.1** Expand and support community, regional, and national partnerships.

**OBJ 1.1.2** Expand SUU's international partnerships, duo degree programs, and global communities.

**GOAL 1.2 Expand and support collaboration between campus communities.**

**OBJ 1.2.1** Create, expand, and support interdisciplinary opportunities.

**OBJ 1.2.2** Recognize and capitalize on professional applications of academic experiences.

**GOAL 1.3. Help students understand different perspectives and ideas.**

**OBJ 1.3.1** Introduce students to different ideas, peoples, and places.

**OBJ 1.3.2** Promote intercultural awareness.

**GOAL 1.4 Provide an inviting, safe, and supportive environment for all students, faculty and staff that fosters a more diverse campus-community and respect for differing views and opinions.**

**OBJ 1.4.1** Develop and implement a campus-wide Strategic Inclusion Plan

**Strategy 2 -- Optimize SUU's educational, physical, technological, informational, financial and human resources to create lasting positive impact.**

**GOAL 2.1 Implement plans to support a culture of continuous improvement at SUU.**

**OBJ 2.1.1** Develop and implement a university-wide process improvement program.

**OBJ 2.1.2** Maximize usage of institutional data to optimize decision making

**OBJ 2.1.3** Evaluate SUU's organizational culture.

**OBJ 2.1.4** Continually review and refine academic programs and curricular alignment to strengthen undergraduate and graduate programs and support the achievement of student learning goals.

**GOAL 2.2 Realign SUU's budget process to maximize financial transparency, efficiency and accountability.**

**OBJ 2.2.1** Align budget priorities with the strategic plan.

**OBJ 2.2.2** Make continual improvements in the stewardship of financial resources.

**OBJ 2.2.3** Assess IT budget practices for cost savings and enterprise compatibility.

**GOAL 2.3 Strengthen SUU's long-term fiscal health, organizational vitality, and sustainability.**

**OBJ 2.3.1** Maintain a fund balance reserve of at least 3% of the Education & General budget and appropriate fund balances for non-operating and auxiliary enterprises.

**OBJ 2.3.2** Ensure that financial needs and priorities of SUU are augmented through external grants and private fundraising efforts.

**OBJ 2.3.3** Institute regular program evaluations of campus auxiliary operations.

**GOAL 2.4 Support the enhancement and development of campus facilities.**

**OBJ 2.4.1** Enhance sustainability efforts across campus.

**OBJ 2.4.2** Integrate long-range institutional facility plans

**OBJ 2.4.3** Optimize existing space, repurposing when feasible.

**GOAL 2.5 Apply technology to promote learning, enhance organizational effectiveness, and increase productivity.**

**OBJ 2.5.1** Ensure IT infrastructure supports the security and privacy needs of student and employee data.

**OBJ 2.5.2** Provide appropriate technology systems and infrastructure to effectively support academic programs, operations, and management functions.

**Action item:** Plan and implement the use of new technologies that support innovative teaching methods.

Action Item: Update and execute the Technology Plan based on SUU's new strategic plan.

**OBJ 2.5.3** Maximize Student Affairs' resources by using data and technology to ensure students who need assistance, receive assistance at the appropriate times.

**GOAL 2.6 Promote a culture of collaboration through communication.**

**OBJ 2.6.1** Implement the strategic plan transparently and establish accountability.

**OBJ 2.6.2** Improve employee access to pertinent information needed to effectively/ efficiently perform their jobs.

**OBJ 2.6.3** Increase employee knowledge of SUU's points of excellence so they may be advocates of the institution.

**GOAL 2.7 Foster long-term enrollment growth through the deployment of SUU's 2015 Enrollment Management Plan.**

**OBJ 2.7.1** Attract and retain academically qualified students.

**Action Item:** Increase admission selectivity to attract academically qualified students.

**Action Item:** Ensuring SUU provides opportunities for students that lead to higher retention rate

**Action Item:** Leverage predictive models to ensure a customized, highly efficient and optimally targeted experience for each prospective, incoming and enrolled student.

**OBJ 2.7.2** Establish inquiry, admissions and enrollment processes that are easily navigated and completely transparent among all in-state institutions and across SUU's competitive set.

**OBJ 2.7.3** Maximize faculty resources to recruit and retain students.

**Action Item:** Maintain a low student to faculty ratio for the undergraduate experience of 18:1.

**Action Item:** Ensure that faculty hires correspond to increased enrollments.

**Action Item:** Prioritize the hiring of full time faculty positions over adjunct positions.

**OBJ 2.7.4** Create additional funding streams through diversifying graduate, online, and international enrollments.

**OBJ 2.7.5** Re-evaluate the summer sessions to maximize student enrollment and faculty participation.

**CORE THEME 2, ENGAGE: SUU creates engaged, intentional, and transformative learning experiences that promote student success.**

### **Strategy 3 – Engage students in practices that lead to meaningful learning, retention and graduation.**

#### **GOAL 3.1 Support student learning experiences outside the classroom.**

**OBJ 3.1.1** Introduce students to future work environments so they may acquire supplemental skills in professional settings.

**OBJ 3.1.2** Provide an academically and socially supportive environment for first-year students to thrive.

#### **GOAL 3.2 Enhance and support LEAP Initiative Strategies including Essential Learning Outcomes, Principles of Excellence, High Impact Educational Practices, Authentic Assessments, and Student signature works. (insert LEAP material as objectives)**

**OBJ 3.2.1** Provide students a formal opportunity to create their own experiential learning project while developing a richer and more sophisticated understanding of honoring the merger of thought and action.

**OBJ 3.2.2** Develop high impact technological practices of online delivery for graduate and other selected programs. (maybe make an action item once we find appropriate place)

### **Strategy 4 – Foster intellectual and creative engagement within the SUU campus community**

#### **GOAL 4.1 Integrate teaching with scholarly and creative efforts that enhance student success.**

**OBJ 4.1.1** Create new opportunities for General Education

Examples include expansion of the Jump-start pilot project including new central themes and topics to focus the curriculum around; Semester in the parks, etc.

**Action Item:** Create a cohesive and integrated general education program.

**OBJ 4.1.2** Develop additional team teaching opportunities and interdisciplinary curricular collaboration.

**OBJ 4.1.3** Enhance intellectual and creative partnerships between academics, student affairs, and other functions of the University

#### **Goal 4.2 Support and increase engagement opportunities for students, faculty, and staff.**

**OBJ 4.2.1** Enhance student engagement in campus activities through an all access student pass to campus events (arts, music, cultural, athletics, Shakespeare, etc.).

**OBJ 4.2.2** Increase availability of faculty sabbaticals, training, and conferences addressing new teaching methods.

**OBJ 4.2.3** Increase opportunities for speakers series, guest artists, scholars-in-residence, and other academic enhancements.

**Strategy 5 – Foster and nourish community partnerships on the local, regional, national, and global levels.**

**GOAL 5.1 Collaborate, develop, and implement partnerships and programs with alumni and the community.**

**OBJ 5.1.1** Develop programming that engages alumni and the community with the University.

**Action Item:** Enhance alumni and community communications in order to improve relationships and seek alumni participation in recruitment and marketing initiatives.

**Action item:** Mobilize alumni to facilitate the recruitment of students and increase familiarity with the university.

**Action Item:** Develop a robust alumni mentoring program that engages students with alumni to better their campus experience, increase retention, and prepare them for their future professional endeavors.

**OBJ 5.1.2** Enhance mutual interests and create open dialogue between the University and the community.

**OBJ 5.1.3** Work with community to provide more student employment opportunities.

**GOAL 5.2 Create and implement a comprehensive integrated marketing and communication plan.**

**OBJ 5.2.1** Architect a unified brand platform designed to aggressively establish familiarity and viable differentiation.

**OBJ 5.2.2** Create structured, ongoing personal connections between prospective students and SUU representatives, focusing on the specific needs and goals of the individual student.

**OBJ 5.2.3** Ensure that internal and external messaging is aligned with SUU's unique brand in order to increase awareness of the University's value proposition and increase visibility at the state-level.

The Task force will pick up the review at the next meeting starting at Strategy 6.

