

STRATEGIC PLANNING TASK FORCE MEETING

February 12, 2015 @ 11:30 a.m.

Starlight Room

Participants: Marvin Dodge (Co-Chair), Emily Dean (Co-Chair), Jenna Ayers, Mitch Bealer, Mindy Benson, Keith Bradshaw, Sheri Butler, Tina Calamity, Briget Eastep, Jeff Hertig, Bill Heyborne, Eric Kirby, James Loveland, David Lunt, Shauna Mendini, Phil Roche, James Sage, Deb Snider, Brian Vaughn, Jared Wilcken, Scott Wyatt, Jennifer Oberhelman (recorder), Terri Day (guest)

Marv introduced Terri Day, Assistant to the President for Planning and Institutional Effectiveness. Terri has been here almost two weeks and will be responsible for writing the first year accreditation report and will have responsibility for tracking SUU's progress on addressing the accreditor's findings and recommendations.

He also shared that we will be working closely with Noel-Levitz who has been contracted to aid in the development of a Strategic Enrollment plan starting next week. This will encompass the plan for enrollment, recruitment, tuition/financial aid goals and payment of said tuition. This is not intended to be a separate process but we will work together throughout the process.

Marv reviewed the timeline in draft form for the balance of the year. Most people said Thursday's were good days for meetings so the bulk of the meetings were set for Thursdays splitting the time between 11:30 a.m. and 3:00 p.m. There will be some evening meetings with the community (location to be determined). There will be a few Tuesday meetings also. Marv said he understood everyone might not be able to attend all meetings, but encouraged them to attend at many as possible. He asked the group about how many community meetings should be held – it was suggested one or two.

June will be used to work on concept papers using the top ½ of the goals. These will be 3-5 pages in length. It would be expected that the 10/22 meeting would have upwards of 100 participants from all areas of the community (both on and off campus). This will be an entire day Vision Conference with key stakeholders. November 19 will be an all-day Goals Conference to discuss implementation with the campus leadership.

Marv asked for suggestions about other committees that should be included in meetings specifically (GE, Staff Assoc., Faculty Senate, EDGE, community groups, President's Council, SUUSA and Dean's Council were mentioned).

Jennifer will work on setting up meeting space for the entire calendar and will get back with the group as soon as possible.

Emily Dean handed out a breakdown of the suggested core themes clumped into three identifiable themes for review by the group. She said there were many repetitions but she would work on cleaning that up. Bill H. asked if we are committed to three core themes, can we just have one. Maybe use

“Personalized Educational Experience” and cascade down from there. His thought was that people have trouble remembering core themes and this may rectify that. Do we really need “Academic Excellence” as most campuses will make that claim? Terri D. said she wouldn’t recommend only one looking at it from an accreditor’s standpoint; they state you must have core themes, in plural. They must also be measurable. Marv suggested using a single word in each theme to tie them together focusing on one particular issue.

President Wyatt said that excellence in academics can still be set as the first goal. Bill H. said that SUU can’t be matched in that. President Wyatt said that we are the most residential campus in the state of Utah and that is important.

The question was asked if people were comfortable with the three identified themes in draft form knowing that they would be wordsmithed at a future date. All agreed.

Emily suggested the group start looking at the KPIs. Terri said she thought goals should be set prior to KPIs. Keith B. asked for a specific example of a KPI for clarification. Terri said it is a measurement or strategy to reach a goal – could be quantitative or qualitative but it is important that goals be flushed out.

Emily asked Terri what exactly she needs for the first year report. Terri D. said the draft of the core themes, and it will be specified they are still in draft form. Progress must be shown to satisfy the accreditors.

Sheri B. asked if the Mission Statement will remain the same. Emily said this will be looked at after the core themes are identified. It may be simplified and clarified. President Wyatt said it could be something like “SUU continued the tradition of...”

The draft core themes identified were:

- Theme #1 – Academic Excellence
- Theme #2 – Personalized Student Success
- Theme #3 - Community Involvement

There was extensive discussion about theme #2 and #3 in terms of the correct term to express intent. It was suggested that a community of learners would fit well in the Mission Statement in regards to #2. A possible fourth theme, Social Responsibility, was briefly discussed.

Terri D. suggested that maybe a training on setting goals may be helpful to the group. This will be explored. This will be looked into.

This meeting adjourned at 12:55.

The next meeting will be February 26 at 3 p.m. (location to be determined). This meeting will be to introduce SWOT analysis.

