

STRATEGIC PLANNING TASK FORCE MEETING

April 15, 2015 @ 3:00 p.m. (COSE)

Charles Hunter Room

Participants: Marvin Dodge (Co-Chair), Emily Dean (Co-Chair), Mitch Bealer, Keith Bradshaw, Briget Eastep, Tiger Funk, Bill Heyborne, David Lunt, Johnny MacLean, Jared Wilckin, Jennifer Oberhelman (recorder), 28 attendees from COSE

Emily Dean welcomed every to this session. She then had each participant get 10 post-it notes and write 10 separate things they foresaw for SUU during the next 10 years (some examples were better broad band, net zero campus, niche programs, and the need for tactile components). A short discussion followed about the ideal size of SUU for the future. The Board of Regents identified it as being 11,000; some thought 16,000 would be the max size. Dixie will be a big player in our growth prospects and it was felt we needed to have better cooperation with Dixie and we should be competing with the Wasatch Front. Participants were then asked to place their post it's under signs the appropriate year (2015-2025). The group was then divided into two groups who set about grouping like ideas. The results follow (the year each is anticipated is with the parenthesis at the end of each statement):

A

- International students will arrive better prepared for college (15)
- New engineering degree tracks approved (15)
- Campus becomes laboratory for study/all disciplines (15)
- Cooperation research between departments/colleges (15)
- New engineering faculty (15)
- Renew construction management program (16)
- Increase STEM instruction (15)

B

- Have SUU recognized as a 4-year university similar to USU and UofU (16)
- Need more of a travel budget to meet LRT requirements (16)
- Dumbing down of classes (16)
- Freshman to sophomore retention decreases by 6% (16)
- 20% of the lower rated programs cut (16)
- Moving to a lifestyle campus and reducing emphasis on higher education (16)
- Health care costs insurance costs/coverage eroding each year (16)

C

- Math lab (16)
- Numerical analysis lab (18)

D

- Interactive learning teach on-line (17)
- Every student owns a laptop (17)
- Open Osteopathic Medicine School (17)
- Obtain state of the art CAD/CAM/CNC equipment (17)
- Increase reliance on web based technology (17)
- We will be going towards online delivery (17)
- Grants opportunities (17)
- Enrollment drop (17)
- We are forced to grow more than we want to get funding from government (17)
- Adjunct faculty increase (22)
- Students educated in common core math from majority of students (17)
- Elimination of EDGE (17)
- Interdisciplinary classes introduced campus wide (17)

E

- Higher student retention (18)
- SUU lands first JSF Career grant (18)
- Get technology courses approved as GE (18)
- Textbooks become obsolete (19)
- Texts in sciences and mathematics will be largely on computer and HW will be done electronically (18)
- Technology – online lectures especially – will force us to make lecture attendance relevant
- College as an “experience” not an education (18)
- Physical space limitations to accommodate campus student (18)
- Retention will become a major issue (17)
- Budget cuts (18)

F

- Huge donation from former student will fund new technology building (19)
- New engineering and technology building (18)
- New building for engineering and technology (18)
- New tech and engineering building (22)
- Library closes (22)

G

- Study abroad integrated in programs (19)
- We will have a diverse campus (19)
- Two new master’s degrees in science (19)
- We will be taken out by UVU and UofU financially (19)
- Each student need to undergo digital detox so they can learn to think again (19)
- Dixie exploding the UVU sucking money to St. George (19)

- International experience required for graduation (19)

H

- Faculty actually get cost of living pay increase (20)
- Salary increase (16)
- Overload payment is way too low now (16)

I

- Higher teacher student ratio (ie larger class for faculty (20)
- Change to trimester enrollment (full-time summer) allowing faculty to work 2 of 3 trimesters per year (20)
- More courses (20)
- Faculty pay increases by 1.5% (17)
- Faculty compensation will stay low compared to national average (20)
- Faculty pay will lag the country average (20)
- New SUU president, new strategic plan and reprioritization (21)
- New university president, new strategic plan (20)
- Salaries, difficulty in attracting new faculty and keeping existing faculty (17)
- Campus becomes net zero (produces at least as much energy as it uses) (20)

J

- Run of out room (20)

K

- Online enrollment challenge of faculty (17)
- More online classes, less face-to-face (16)
- Online education (20)
- On vs off campus education – need for new buildings vs more online courses (20)
- Online classes will double at least (19)
- Online classes and hybrid classes (18)
- 25% of course offerings online (21)
- Online education implodes (23)
- Higher course demand will force more evening and online courses (20)

L

- Wish for 2+2 teaching and support for research (21)
- Stronger industry partnerships (21)
- New football stadium will be built (funded by our NFL SUU grads) (21)
- RVU open medical school (21)
- Larger library (more library resources/books/journals) (21)

M

- Growth will require more classroom space (19)
- MS in rural nursing comes online (17)
- More graduate programs (25)
- Graduate programs will be required for local residents to further their education (22)
- More national recognition (21)
- Masters degree increase (21)
- Masters in cyber security approved (15)
- Interdisciplinary student enrollment exceeds disciplines student enrollment (22)
- CSIS graduation rate doubles again, dept. needs 2x as much space in a new building (20)
- Dietetics program (20)

N

- Dean Eves retires from SUU and goes to teach at BYU (25)
- Professor retires (25)

O

- SUU reaches 10,000 students (20)
- SUU will surpass 10,000 students (20)
- Enrollment in Engineering and Engineering Tech will grow (16)
- Enrollment increases by 6% (15)
- SUU has 15,000 students (21)
- Increased enrollment of adventurous students (16)
- 15,000 students (25)
- Maybe more diverse? But probably not (23)
- International and diverse students increase (23)
- Students older than I am enroll regularly (25)
- Enrollment increase (25)
- International students comprise 50% of student body (25)
- Water issues limit growth (22)
- Increase enrollment to 15,000 (20)
- Larger student body, 10,000? (22)
- 10,000 students (19)
- 10,000 students at SUU (22)

P

- Reduction in “silo” education (24)

Q

- DSU and SUU finally join (25)
- Budget increase to Southern Utah (24)
- DSU and SUU merge (24)

R

- Amazon auctions home-brew evolution kit

Following the timeline discussion, Marvin Dodge led a discussion of the University's Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis). He stressed that the Strategic Plan would be tied directly to the campus budget. The following are notes from that discussion.

Strengths

- Graduation rate vs USHE
- Small class size (can we keep it we grow?)
- High acceptance into professional programs
- High interaction with faculty
- Rural Health Scholarships
- High terminal degree faculty (high cost model, adjunct vs one FT contract, emphasis on 1-year contract)

Weaknesses

- Chartwells (price/value)
- Lack of math/writing skills with freshmen (need additional resources)
- Low faculty wages – high teaching loads (high for university)
- Balance between research and teaching
- EDGE – perception and application value vs extra work
- Tuition and price particularly rural students
- Qualified adjunct – won't more here for part time work

Opportunities

- Scale – size/economy of scale*
- Perceptions*
- Local community*
- Address global issues*
- Do a better job drawing students in to our programs*
- Medical school in Cedar City (concern about quality)
- Added graduate programs
- EDGE (2+2) good concept, worry about application
- Capitalize on location of campus (programs & Natl. resources)
- Gymnastics program – top 20 in nation, do more to tell our story (not just athletics)
- Marketing – media
- More interdisciplinary studies and classes
- Intellectual property policy and resources

Threats

- Recruiting lifestyle vs educational retention
- Dixie (can we both grow?)
- Online delivery vs online, will students come to class?
- Scale – size/economy of scale*
- Perceptions*
- Local community*
- Address global issues*
- Do a better job drawing students in to our program*

*Perceived as both opportunities and threats