

STRATEGIC PLANNING TASK FORCE MEETING

April 2, 2015 @ 11:30 a.m.

Shooting Star Room

Participants: Marvin Dodge (Co-Chair), Emily Dean (Co-Chair), Jenna Ayers, Mitch Bealer, Keith Bradshaw, Danielle Dubrasky, Bill Heyborne, David Lunt, Johnny MacLean, Shauna Mendini, Deb Snider, Jennifer Oberhelman (recorder), 15 attendees from CPVA and College of Humanities and Social Science

Emily Dean welcomed every to this session and asked for everyone to introduce themselves. She then had each participant get 10 post-it notes and write 10 separate things they foresaw for SUU during the next 10 years. Then they placed them under signs that outlined 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

- Increased focus on standardized testing as a measure of success (on-going) (15)
- Maintaining relevance with students vs being market driven (15)
- Marketing academic/college programming needs to be improved (15)
- Increase identity in state and beyond (16)

B

- Statewide higher education funding priorities (enrollment growth, retention, graduation rates) (15)
- Funding reduced state donor fatigue (15)
- Decreasing state funding and support for Higher Ed. (16)
- Enhanced cooperation between SUU and state/federal partners – internships, funding, networking (18)
- Increased equity in E&G funding across the University (16)
- The growth of Dixie State (threat to funding and enrollment) (17)
- Snow College becomes 4-year (20)
- Reduced state funding to 30% (from approximately 50% now) (20)
- Reduced state funding to 12-15% (from approximately 50% now) (25)

C

- SUMA can host creative events (16)
- SUMA (16)

D

- Reaccreditation of MPA program (via NASPAA) (21)
- Theater accreditation (17)
- 7 year-review of HSS (22)

- Accreditation
- NASAD & NASD Site visit – reaccreditation (20)
- NASJ reaccreditation site visit (20)
- NASM reaccreditation (16)
- NAST (Theatre) accreditation, NASM (music) accreditation visit (16)

E

- New Health insurance program (16)
- Creative writing program will have 2 faculty per genre (17)
- Pay equity study (17)
- Faculty retention (19)
- State does away with tenure (25)
- Too much dependence on adjuncts (25)

F

- Increased focus on online ed. In the arts = hybrid courses developed more often (17)
- Drive to boost online enrollments (16)
- Increased focus on alternative education in entire school system (integrated learning, experiential education, arts ed., etc.) (21)
- Major online instruction (22)
- Online learning tech advances bringing online learners closer to face-to-face classroom (18)
- Online courses will change us beyond recognition (25)
- Greater demand for online MPA program (16)
- Relevance (or not) of residential higher ed.; greater demand for online options (23)
- Online grad programs (18)
- Online grad programs aligning with marketing efforts (16)
- Online environment (16)

G

- Development and implementation of Legal Scholars Program (15)
- Masters of Criminal Justice (17)
- MFA in graphic design (17)
- BFA dance (1)
- New grad program in Criminal Justice (17)
- New interdisciplinary majors (19)
- Masters degree program for acting/directing (20)
- Masters of Music Performance (19)
- New PVA minor (20)
- Starting work on new PVA major (25)
- Masters degree in film, online and face to face (20)
- Anthropology major (15)
- Anthropology major (15)

- Master of Music Ed. Implementation (16)
- Master of Music Technology (16)

H

- Growing state emphasis on STEM majors (18)
- STEM vs Arts education (16)

I

- Facilities aging spaces (auditorium) and appropriate equipment (16)
- Performing Arts complex (opera house, theatre, music, dance, admin. Offices) (25)
- New CPVA facilities (22)
- Multipurpose building will be demolished (23)
- New Business building (18)
- GC building demolished and replaced (21)
- New Performing Arts Center (24)
- New building for Arts and Design (24)
- Break ground for new facilities for CPVA (20)
- New Performing Arts building, costume shop, scene shop not shared with USF (18)
- Fine Arts Complex (24)
- Performing Arts Center (22)
- Art and Design building (19)
- Major residential campus (24)
- Establishment of SUU on-campus infirmary (18)
- New HSS building goes on-line (25)
- Demolition of MC (23)

J

- Enrollments reach a point where class sizes suffer (18)
- Growing reputation as an academic destination for Utah students (20)
- In-state and out-of-state enrollments equal (25)
- Increased interest from international students for grad programs (16)
- Enrollment tops 15,000 (25)
- International student population equals 15% of student body (20)
- Student body 10% larger (18)
- More marketing to and enrollment of non-traditional students (16)
- Student body capped at 14,000 (25)
- Reach 10,000 students (25)

K

- All disciplines as stand-alone departments (21)
- New president (21)
- Increased awareness that standardized education is ineffective (20)

- Classroom tech advances for teaching face to face (18)
- More publicity for departments, very little visibility currently

Following the timeline discussion, Marvin led a discussion of the University's Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis). The following are notes from that discussion.

Strengths

- Location – regional focus
- Rich/strong residential experience
- Caring – “high touch”/personalized environment
- Quality focus
- Mentoring of students and focus on mentoring faculty

Weaknesses

- Tuition and program fees
- Legislature focus only on growth and numbers
- Location of recruiting, limited jobs (Latino challenge, 1st generation students, and other minorities. Diversity among faculty and staff needed)
- Old Guard faculty – tenure (challenge with creativity sometimes)
- Complacency (caution about tie to tenure) because we need more professional development opportunities for faculty and/or integrated, creative opportunities.
- Cost of athletics
- Uneven funding across campus colleges (meeting needs vs. true costs to deliver)
- SUU wages – particular staff
- What to do with “Liberal Arts” title
- Retention/completion in context of a students’ ability to get a job with their final degree (degrees to nowhere discussion at the legislature...)

Opportunities

- Growth – positive and negative doesn't change overall economics (class size, terminal degrees, etc.)
- Increase non-traditional students (international, out of state)
- Differentiate ourselves from colleges and universities within Utah
- Tuition and location/marketing (national comparison and recruitment from across the country)
- Expand funds
- STEM vs STEAM vs CTE
- Do more with associate degrees and sequencing of education
- More faculty professional development
- Ongoing intellectual stimulation (collaborative courses, less bureaucracy)
- Need more administrative support to free up faculty time to focus on their primary duties
- Local economic growth
- Career Center enhancements (employment after college)

- Marketing/jobs discussion

Threats

- Legislative funding
- Mission creep – should we be all things to all people

The next Task Force meeting will take place 4/15 at 3 p.m. in the Charles Hunter Room.