

STRATEGIC PLANNING TASK FORCE MEETING

August 27, 2015 @ 3:00 p.m.

Starlight Room

Participants: Marvin Dodge (Co-Chair), Emily Dean (Co-Chair), Carmen Allredge, Jenna Ayers, Mitch Bealer, Mindy Benson, Keith Bradshaw, Sheri Butler, Tina Calamity, Brandon Day, Terri Day, Danielle Dubrasky, Tiger Funk, Bill Heyborne, Eric Kirby, James Loveland, Johnny MacLean, Shanua Mendini, Mary Pearson, James Sage, Deb Snider, Jared Wilckin, Peggy Wittier, Scott Wyatt, Jennifer Oberhelman (recorder)

Marvin Dodge welcomed the Task Force to this session and introductions were made for the benefit of new members. The new draft schedule was handed out. It was decided that the rewriting of the vision and mission statements would be done in small groups. If you are interested in participating please contact Emily Dean. There will also be a discussion pertaining to the designation of being the designated Liberal Arts university in Utah. Outside experts may be invited to this discussion to help education.

Terri Day gave an accreditation update to the group. The 1-year report was accepted with no changes. ELO's and budget section is being worked on. The 7-year report will go out on September 15. Terri used the information gleaned from the various SWOT analysis completed in Spring 2015. She was able to identify the top 10 in each area and used them to write the report. The accreditation team will visit SUU this fall. It was stated that we need to keep focus on the students using the core themes identified - Explore, Engage and Excel points decided on earlier in the process.

Terri handed out the working draft of the 2015-2022 Strategic Plan for review by the task force.

Eric Kirby addressed the Noel Levitz piece of the strategic planning process. The enrollment piece should address 80% of the plan overall. He handed out the Enrollment Management Plan that included the situational analysis overview for review. This outlined strengths, challenges, and opportunities for academic programming, branding, recruitment, retention and graduation and a plan to address all identified areas.

There will be follow-up meetings addressing the above areas of concern and Eric will advise all of meeting times, dates and locations.

The meeting concluded at 3:55.

