

Minutes – Strategic Planning Steering Committee (Draft)

Friday, April 10, 2009

8:30 a.m.

409 Miller

Present: Lynn Anderson, Bill Buxton, Peter Dady, Caroline Kaltfleiter, Mary K. Murphy, Greg Sharer, John Shirley, Carol Van Der Karr, Mark Yacavone

Absent: Chris Cirimo, Sheila Dai, Janet Duncan, Ray Franco, Nasrin Parvizi, Mark Prus, James Reese, Joan Sitterly

**1. Discussion on the Open Forums**

Below are comments regarding how members of the Strategic Planning Steering Committee felt the Open Forums went:

- Each meeting had a different dynamic with different perspectives presented based on the group that attended/location of the meeting.
- Friday's Meeting: More assumption and an interesting perception of what is going on; a more critical tone; also a soul-searching assessment regarding how well we can demonstrate that we are doing well.
- Lots of positive messages conveyed throughout
- Disappointed at the number of people attending from the School of Education and the School of Professional Studies; hard to pinpoint whether the same trend exists for the online survey, but there is a whole voice missing *(it was noted that this trend is part of a larger problem -UUP, Faculty Senate, etc. - possibly caused by a feeling of being dominated by Arts and Sciences, lack of flexibility due to the structure of programs in Professional Studies, or lack of interest. It is hoped that the LRPC's work will be important in gathering input from all of the schools. One suggestion to ease the problem focused on implementing an outreach communication strategy; also regarding how to use communication to improve representation, the Bulletin could serve as the internal communication tool for the campus, rather than just a PR tool to present newsworthy stories.)*
- There were concerns that bureaucracy is taking away from teaching role- a real footing
- Regarding the mission statement, there was consensus that shorter is better
- The question about students' participation in the process was raised several times.

**2. Specific Ideas for Process that we want to Follow up on**

Carol asked for ideas regarding feedback received on the draft mission statement, specifically what the committee would want to do at this point with what they have. There was general consensus to focus on the feedback received from the Open Forum during the next meeting.

Consensus: The draft will be further revised based on feedback from the open forums so that people believe in the process. The Core Values will be discussed along with the mission statement. All components, together with working definitions, will be included when information about the mission statement is disseminated in the future.

Action items

- Joan Sitterly and Peter Koryzno will finalize work on the statement of historical context.
- Carol Van Der Karr will send out the survey summary, notes from open forum next week and bulleted points from every one's review along with top 3-5 things perceived at open forum (also one thing that's important but wasn't mentioned)
- Over the next two weeks the goal will be to go over the mission statement and clarify the core values.

a) Student Survey or Forum to Students

Carol Van Der Karr reported on the missed opportunity to include strategic planning survey question in Student Opinion Survey. She raised a question regarding what would be the best way to gather survey input from students, and on the possibility of having an open forum. The Student Voice and the MyRedDragon portal were discussed as possible channels. There was a suggestion to offer some kind of incentive to students who would attend an open forum

b) Alumni Survey regarding mission and values

Peter Dady reported that alumni have been encouraged to complete the survey.

3. Looking at the Rest of the Calendar, what are the primary objectives

Consensus: Put the survey out; Greg will contact SGA leaders about having an open meeting on April 20 after their regular meeting; Bill Hopkins will be asked to serve as moderator. All students will be encouraged to attend. Anyone with access to students, i.e., the Director of Residential Services, will be asked to encourage them to complete the survey.

4. Data Analysis

Dashboard- Mark Yacavone reported data and resources on the web-page are netID-protected. A decision will be made regarding what to do when the dashboard goes live. Regarding data for the dashboard, Carol urged subgroups to contact Merle with their data analysis request on time.

*Submitted by:  
Eunice G. Miller*