

UW-Whitewater Strategic Planning Process

**Strategic Planning Committee Meeting
February 11, 2016
8:30 – 10:30 AM
Hyland Hall 4303**

AGENDA

1. Individual Thoughts about the four kick-off questions.
2. Identification of key/emergent strategic themes.
3. Discussion of next steps: teams working on Themes

**UW-Whitewater Strategic Planning Committee
MEETING NOTES**

Meeting Date: February 11, 2016

Meeting Place: Hyland Hall 4303

Time: 8:30 AM – 10:30 AM

Present	Stone, Arnold, Bronson, Chenoweth, Edmunds, Ehlen, Ehren, Hartwick, Ortiz, Schwabrow, Wadha, Woods, Yang Guest: Cohen
Absent	Donlin, Enslin, McGowan, Porterfield,

Topic	Agenda
	<ol style="list-style-type: none"> 1. Individual Thoughts about the four kick-off questions. 2. Identification of key/emergent strategic themes. 3. Discussion of next steps: teams working on Themes

	Individual Thoughts about the four kick-off questions.
Discussion	<p>Town hall meetings went well. Those present seemed to be involved in the process. May need to continue to increase communication about the process. Some staff felt welcomed others supervisors were not supportive and were not able to attend. Some committee members received feedback expressing fear to voice negative aspects associated with campus as well as perceived classism of employees. Need to keep strategic planning process open and transparent; continue gathering information and feedback (handout – UW-W Strategic Planning Process at a Glance)</p> <p>ROUND TABLE DISCUSSION POINTS</p> <ul style="list-style-type: none"> *Support for Students Physical Environment Support for Faculty & Staff (Resources) Geographic position of campus Need to prepare for diverse student population Better communication of UWW messages Affordability Accessibility Partnerships – Alliances/Student Opportunities/Reputation Deferred Maintenance Space Management <p>Campus Communication – Why Whitewater</p>

	<p>International Students Diversity Academic Program Review Shared resources – efficiencies Valued of athletics Keeping curriculum current Innovation On-line programs – need to grow More effective operation – efficient Marketing – promotion Student demographics Topics of the day v. strategy The whole and the parts – focus</p> <p>First generation Student w/disabilities Diversity See as ladder up</p> <p>Thinking Big Budget support mission</p> <p>1. Diversity Resource Base -> non-state \$ Grow Stay affordable Resource strategy</p> <p>Enrollment</p>
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	<p>Identification of key/emergent strategic themes.</p>
<p>Discussion</p>	<p>Think Big in both curriculum and partnerships; Need to be a prophetic voice for a better future; Ultimately need to diversify resource base; Consider ways to reorganize UWW to do these things.</p> <p>THE BIG GOALS Prepare students to live successful lives Attractive environment for teaching and learning Achievement for all students – attack the gap Serving the region – WI Idea National Reputation Student Body 1st Gen Diverse populations Students w/disabilities International</p>

	<p>WWSK from Chicago</p> <p>Effective student support</p> <p>Infrastructure/operations</p> <p>Retention through graduation</p> <p>Diversity of learning opportunities</p> <p>Array of programs</p>
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	<p>Next Steps</p>
Discussion.	<p>Stone/Cohen will develop specific goal language for the Potential Goal Categories listed below. Will submit goal language to the rest of committee to review before release to constituencies.</p> <p>POTENTIAL GOAL CATEGORIES</p> <p>Diversity and Demographics</p> <p>Student Success in Academics</p> <p>Campus Admin & Budgeting/Funding</p> <p>Corporate & Community Partnerships</p> <p>Branding – Marketing/National Reputation</p> <p>Program Array to meet student’s Needs</p>

UW-W Strategic Planning Process At-A-Glance

