

Strategic Planning Council and Working Groups

Meeting, Friday, 10/24 3:00

Provost Workman opened the meeting:

1. distributed the 10/15/08 Chronicle article “*Financial Crisis Could Give Jolt to Strategic Planning on Campuses*” covering the need for universities to develop 3-5 year strategic plans that include flexibility and contingency planning.
2. commented on how the strategic planning process is a collective effort and that we will all benefit from each other’s knowledge and perception of where the institution is headed and how to construct an effective plan to get us there.
3. distributed the revised strategic plan template (found on the IE website: <http://www.unf.edu/acadaffairs/IE/StratPlanProcess.html>)
4. reminded the council and group members that we are interested in setting institution-level actions.
5. asked for group chairs to report on the current status of their effort at identifying actions for their specific goal.

David Jaffee reported on his group’s progress on identifying actions for Goal 1: *Cultivate a learning environment that supports intellectual curiosity, academic achievement, and personal growth.*

Discussion centered on the level of the action steps and whether they needed to be more broadly defined. Some specific comments included how to measure success, inclusion of the word “interconnectedness” of academic and student affairs; how to define learning environments (specific places); student research; the need to incorporate graduate students.

Provost Workman noted that he had considered other institutional models of strategic planning and discovered that there are many ways to develop a university strategic plan and the application of different terminology to essentially achieve the same end. He handed out an example of an articulated goal from Washington State University which demonstrated actions and benchmarks drafted at a more general level. He noted that actions written more broadly should also be easily identifiable by each unit which will contribute to achieving the desired outcome.

Barb Hetrick reported for the Goal 2 group: *Recruit and support a diverse community of students, faculty, and staff who will contribute to and benefit from the university's mission.*

She noted that the benchmarking group did not agree with some of the defined actions because it was not clear how those actions would be measured or assessed.

The Provost reminded everyone that the purpose of the meeting was not to change goals but to provide feedback so that the groups could continue their work with the benefit of that collective counsel.

Adam Carle reported for the group working on Goal 3: *Support and recognize research and creative endeavor as essential university functions.*

Group 3 organized their goal around 4 themes, mindful that their language should remain consistent with a teaching/research university:

- Resource issues
- Research partnerships
- Marketing/PR efforts
- Recognition of research and researchers

Mauricio Gonzalez discussed the progress of his group, Goal 4: *Affirm the university's public responsibility through civic engagement and community-based learning and research.*

He noted that there were two driving actions for this goal: the implementation of UNF's QEP and the intention of the university to pursue the Carnegie elective classification for Community Engagement. Additionally, this group drafted two additional actions: the creation of an "experiential learning transcript" and the transition of the Leadership Institute to the Institute for Values, Community and Leadership.

Pierre Allaire reported on his group's ability to identify actions for Goal 5: *Secure fiscal, physical, and technological resources aligned with the university's mission and values* would depend in large part on the actions identified by the other four goals.

The next immediate Council meeting (including the chairs of each group) will be Tuesday, 11/4 at 10:00 in the Academic Affairs conference room. The full strategic planning committee will meet on Friday, 11/7 at 3:00 in 14/1603-04.