

FAC Responses to Strategic Plan Questions
November 15, 2010

1. Is becoming “the premier public liberal arts and sciences institution in the nation” a compelling vision statement for you? Why or why not?

- It is not realistic that we can become the *premier* public liberal arts and sciences institution in the *nation*
- However, it is important to set the bar high, so that you have something to work towards
- The importance of liberal arts and sciences makes sense once you are a student, but not as an outsider...others (interested students, parents, etc.) don't necessarily know what that means
- Some people working for Truman don't take this seriously (being liberal arts) and can blow it off in their classes, stating that it is not that important to their particular education, even though it is important in other fields of study

2. What is the most important priority for Truman over the next five years?

- Budget (managing/changing the budget)
- Diversifying the student body
- Being nationally recognized (outside of Missouri/the Midwest)
 - Graduating seniors expressed frustration that when applying for careers/graduate schools, those outside of this region, don't know anything about Truman
- Attracting quality professors (especially Accounting and Business) in areas where many professors will be retiring over the next couple years (because of influx in the 1980/1990s)
 - Can be difficult to attract quality educators to Kirksville
- Attracting professors in touch with the real world (those that can provide a more experiential education)
 - Frustration with faculty that educate for the sake of learning and haven't worked outside of a University for a long time
 - Also need faculty that can see the big picture of students finding jobs and applying for graduate schools...in other words educating to find a career or continue their education

3. What assumptions about the next five years are reasonable for us to make regarding budget, staffing, technology, political realities, student needs and expectations, and practices in higher education?

- Students will expect more programs (increased number of majors and minors), as they have seen peers transfer from Truman in order to major in something we don't offer
- More graduate programs, so students can continue their education here
- Keeping up with technology – students that want a highly technology-based education, won't attend Truman for that reason alone

- Improving campus processes (i.e. the Truman shuffle)
 - Students and staff get frustrated with each other, which does not create a positive student experience
- Decreased budget and staffing will negatively impact experiences for students
- Students have seen lots of ads in other cities advertising Truman as getting a private school education at a public school price
 - While they are getting the private school education, they are not getting the private school “experience”
 - Truman has primarily a “book” education, instead of an “experiential” education, which is detrimental to some majors
 - Truman is missing the link between individual students and finding careers – at a previously attended private schools (transferred to Truman freshman year), students could see the link the private school was making to them as a freshman (already thinking about careers, interviews, internships, etc.), but that doesn’t happen here without considerable student effort. As a freshman, you don’t know to make that effort right away.
 - The decreased budget could keep us from getting to a private school “experience”
- Tuition will increase
 - Will add class fees as well to certain majors (music, sciences, etc.)
- Need to maintain low tuition relevant to other institutions or will lose competitive edge
- We are and will be dependent on funding we won’t have
- Because of downturn in economy, Truman could possibly attract more students (because of lower tuition), which could either 1. Make us more selective or 2. grow student body (which can’t happen because of housing situation)

4. In your opinion, what would be the characteristics of a successful strategic plan for Truman 2011-15?

- Attainable – Should be known and accessible by everyone, even students
- Unique
- Realistic (Should fall in line with SMART goals – specific, measurable, attainable, realistic, and time-based)