

Would you mind sharing your thoughts about what you think our priorities ought to be over the next five years? (What you value about Truman?)

- Teach the students to continue to learn – continue to provide them with opportunities for reflection and self-assessment they can be better tomorrow – continue to focus on student-learning, reflection and self-assessment.
- Retain high quality faculty who will engage with students
- Maintain national recognitions
- Don't rest on your laurels. . . identify areas where we are not strong, areas that do not meet the Truman standard – strengthen them or focus in other areas
- Keep faculty and staff accessible . . . students know their professors at Truman. . . make sure that continues. Provide opportunities for faculty/staff to interact with students
- Marketing – identify areas where Truman is not as well known – make sure people know the Truman story
- Continue to provide opportunities for good leadership skill development; very impressed with Truman students – focus on leadership development and opportunities to get involved
- Cafeteria food is not as good as the food at other Universities parents have visited.
- Continue to compare with great (but expensive) Universities – the link between Washington U and Truman is important – must continue to nurture students
- Truman – “where you can find a place with less to do, but more people having fun doing it!”
- Keep looking at the careers that we are preparing our students for . . . so they will be successful for years to come.
- Summary: They value the focus on learning and opportunities for engagement outside of the classroom. They value faculty and staff who are accessible and engage with students outside of the classroom.

What factors were most important to you and your students as you make decisions about where to attend college?

- The fit between the student and Truman is hard to define but important – if we want more students we may need to get on the radar of more students where “fit” is there
- Some parents had to draft their kids to visit Truman but one they visited they feel in love with the campus
- Their biggest concern was whether or not their students would have the support they need to be successful in the challenging academic environment
- Campus visits were important for most . . . a deterrent to others
- Campus is beautiful.
- For others Truman was a very logical choice when balancing academics with costs.
- For 2015, career placement and support will be very important and should be part of the marketing strategy.