

STRATEGIC PLANNING ADVISORY COMMITTEE
School of Health Sciences and Education Forum
November 1, 2010
VH 1000

Fifteen people were in attendance.

- 1) Is becoming “the premier public liberal arts and sciences institution in the nation” a compelling vision statement for you? Why or why not?
 - Like it because it is so exacting, something to strive for. Has the potential of being achieved.
 - “The” premier bothers me. Excellence is what we strive for.
 - In the nation? The region, maybe.
 - Likes the national scope. To broaden our appeal to a national school is kind of necessary.
 - Should align with our mission, current one goes on and on. It all needs to be aligned.
 - Agree would rather say “a” than “the” premier. Allows us to give some attention to other pressing issues. Allows us to stay in the realm of a public institution that is contending with other public institutions.
 - “The” premier is a self-made term.
 - Reminds of a lecture on rubric design. Almost always start at top, and talk in terms of failure. Should build from the bottom up starting with success. If Truman is to grow, needs to redesign room for lots of different ways to be excellent, maybe even something we haven’t thought of yet.

- 2) What is the most important priority for Truman over the next five years?
 - Survival
 - Endowment
 - Cost effectiveness in general.
 - Keeping quality high in spite of financial pressures, keeping what is most important most important.
 - Keeping high quality environment. Has to align with our vision.
 - Have broader population we are drawing from for our student body. Make being in the middle of cornfields appealing.
 - Serving students we currently have as well as we can. Also our best recruiting tool.

- 3) What assumptions about the next five years are reasonable for us to make regarding:
 - budget,
 - Students are going to be paying a greater proportion of the costs. State legislature will be paying less, so students will be paying more.
 - Thinking of ways to be more efficient with our resources.
 - Doesn’t think the state’s budget is going to get better.
 - Normal person is thinking about how to spend their money more wisely. Could make Truman look better, as other options could be out of reach.
 - Quality versus cheap. If we want to keep quality, can’t totally economize.
 - Focus on academics no matter what. Many things we spend money on are not related to academics.

staffing,

- Article in the Index last week was timely. Easy for students to presume that faculty are vastly overpaid. Comparatively speaking, faculty are not overpaid.
- Have seen a fairly good proportion of funding go to administration instead of teaching. Has changed our track a little bit.
- Maintain quality
- Assuming that allocations will stay the same is not realistic. With budgets being cut, need to look at allocation.
- Assumption that if somebody leaves, they may not get replaced. Need to be creative in how we continue to do the high-quality things we do without that person.
- Cuts in support staff are more draconian and other ways that cost us—morale, extra burden.
- Leanness at Truman, how some programs are turning away students. Also need to look at areas with high demand and justify the need for positions. Not cut positions when there is high demand for those majors.
- Whether those programs that are pulling in a lot of students will be able to maintain it. A person could leave and go to another job with less work and stress.

technology,

- Have an obligation to be forward-thinking, but need to be very deliberate that what we invest in be prudent. There needs to be some value coming out of it. Determine if it is a good use of resources.
- There are places on campus that can't get internet access at all, even though we claim to be a totally wireless campus. Need to bring the bottom up with everyone else.
- Students are willing to pay for. See students who think nothing of spending money on technology. If we fall behind in technology, they will notice.
- Issues with the bandwidth do affect the classroom.
- Managing what you have, can't do a lot of stuff. Needs to be more appropriately managed.
- We can expect some big "Thing" that we completely didn't see coming with regard to technology. To use our location as an advantage to say that we are also staying connected to the world, technology has to be a priority so that we can have technology advantages to improve teaching.
- Last few years, have done a good job of raising us out of the basement and getting us access to the larger world.
- Have to maintain balance. Number of internet resources is astounding, need to have technology to take advantage of them.
- Realities regarding technology are that the students will already know about the technology and be expert users. Faculty are likely not to be well informed about it or early adopters. Faculty development, in the area of technology, is going to be an on-going need. Don't talk about it quite enough, but only see it as increasing. Attended a meeting last week regarding collaboration of Missouri schools. Some really great ideas about how to incorporate innovative uses of technology. Use in higher education will be a state-wide issue.
- Have been watching some webinars, and actually learning a lot that we could take advantage of, if we make it a priority.

political realities,

- Ask me the day after tomorrow.
- Oxymoron—budget target is on our back a lot more. Can cut us easier than most.
- Because of term limits, largest percentage of uninformed legislators than ever who know nothing about their job. There are a whole bunch of people who don't know anything about Truman. We are going to have to continue selling ourselves to individuals who should be our strongest advocates.
- Need to keep going to Jefferson City and try to make them listen.

student needs and expectations,

- Technology, technology, technology.
- Generational customer-service thing. As a nurse have had to do uncomfortable things to people. Have to be quite capable and make them feel good about it.
- Want more for less.
- Get lots of e-mails, difficult to give good answers to them. If e-mail answer is more than a couple of sentences, they may not read it. Briefer and briefer attention span.
- They don't always understand the value of what Truman brings to the table, either. Helping them really understand the difference between just getting their ticket punched and really getting something out of this experience. Where can I take this class the cheapest? We have to keep trying to inform students about this choice, it's more than just the price. Whole mentality has changed. Can't change them, but can educate.
- Need to fold into this the AP and dual credit courses, the quality of which changes drastically.
- Our majors can't get the classes they need because there are not enough seats. Definite student need they are dealing with this semester.
- State-level solutions are going to be coming about, to pool resources.

and practices in higher education?

- Have to teach larger class sizes.
- Bigger classrooms, which impacts the how of teaching.
- Short attention spans, out of class/online assignments.
- Are not like larger schools, don't have TAs or adjuncts to pick up and do grading. If they don't have experiences with the professors, how can we offer a premier educational experience?
- Changing model—instead of meeting with students three times per week, faculty do one class a week with on-line assignment. Meet with only part of the class at a time. Faculty time is spent doing things with students, feedback about their work, and much less time trying to disseminate facts.

4) In your opinion, what would be the characteristics of a successful strategic plan for Truman for 2011-2015?

- Flexible—who knows how things will change? Hope to make it what we can do.
- Grounded in reality. Using words that refer to real things in the world.