

**SCHOOL OF SOCIAL & CULTURAL STUDIES**  
**SPAC Forum**  
**November 19, 2010**

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

- Who is the competition? Who are we comparing ourselves to? We are at the top of the COPLAC peer group. How do we compare to the Ten Best Colleges? Should we compare ourselves to them?
- Challenge that we have in the immediate future is trying to stay where we are. Resources are going to drop. Among COPLAC, we have the lowest average salaries. May be at a point where we can no longer recruit the kind of teachers we want at this institution. Community colleges pay higher starting salaries than Truman.
- Workload that drives prospective faculty away.
- Can't become the premier liberal arts and sciences institution with the hodge-podge curriculum we have. It in no way compares to a premier curriculum, there is nothing distinctive about our general education. Must be able to work and function in a global setting, and there is no overarching theme.
- We have an opportunity to draw students from across the country. Contact guidance counselors and talk to them. Question is how to allocate admissions resources.
- We are not going to get the resources of a William & Mary. Students have come in the past for a good quality education at a reasonable cost.
- We need to become a feeder institution.
- Developments are undermining the quality of this place.
- Should go out of our way to stress what we are achieving, do a better job of marketing.

**Question #2 – What is the most important priority for Truman over the next five years?**

- Recruiting and maintaining a high-quality faculty. We are no longer competitive the way we want to be.
- Are we going to sacrifice and overtax those in the course of high-quality education whose FTE ratios are creating pressure in the opposite direction?
- What do you contribute to the LAS mission of this institution? What do you do to advance us toward a PBK status?
- There has been a lack of dynamic leadership.
- Recruiting—ask every faculty member to call where they went to high school and talk with the guidance counselor about Truman.

**Question #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?**

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

- Move from a regional to a national school, which would increase out-of-state enrollment and tuition income.
- Viable financial component, staffing component, and student component. How to fund capital projects long term.
- What is our goal? It has to be protected and not watered down.

The meeting closed at 5:40 p.m.