

**STRATEGIC PLANNING ADVISORY COMMITTEE**  
**School of Business**  
**Notes from November 3, 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?
  - Why the nation and not the Midwest? It seems like the Midwest is more attainable. Too lofty and ambitious.
  - Number of public liberal arts school is small. COPLAC schools a comparison group.
  - We’re not known outside the Midwest. Don’t see that changing. Perhaps that is changing some—small inroads in placement of graduates.
  - How do we address the issue of multiple schools? Does business fit into that? Sometimes we feel left out of the institution’s mission or vision.
  - Why is it not premier undergraduate institution?
  - Vision statement may exclude some of the professional programs.
  - School supports the liberal arts mission.
  - When say “premier” is how we promote the university; that may cause some students to exclude some prospective students with professional program focus.
  
2. What is the most important priority for Truman over the next five years?
  - Maintain the mission in difficult economic times. Fight to maintain the good things we do. Maintain quality consistent with our mission.
  - Attracting and retaining sufficient numbers of students and faculty.
  - Understand and adapt to the changing expectations of students—how we use technology to deliver educational experience.
  - Understand that students learn in a different manner.
  - Recognize that we have different competitors than we have had in the past. More of higher education delivered in a different model—for profit, some offering courses for free but may not get credit, community college offerings. For profits will adjust to the environment.
  - Programs and mechanisms in place to help transfer students to be successful at Truman.
  - External funding (private sources)
  - Market ourselves more effectively. A more compelling story can be told to prospective students.

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?
  - Decreasing state funding; increasing demand for more technology; redesign the way we do things with fewer faculty and staff
  - Decreased faculty in some areas may make it difficult to maintain viable majors or concentrations
  - Increased collaboration and on-line courses
  - Missouri Legislative internships may become more valuable in telling our story down state
  - Students don't intend to come to school in a rural area. How do we deal with that?
  - How do we attract students to a residential university rather than on-line? Or how do we combine them? Why pay the extra money to go to a residential college?
  - We have benefitted from low turnover, but the faculty/staff are a generation removed from the emerging student learning and technology changes.
  - Must promote the positive interpersonal relationships, the benefits of interacting with international students, and international opportunities
  - Importance of international experiences
  - Fewer faculty, more support staff, and use more technology to deliver educational experiences
  - More adjunct faculty; contract employees
  - Teach on campus two semesters; teach on-line two semesters. Get more students.
  - Off-campus delivery of instruction—satellite campuses and centers
  
4. In your opinion, what would be the characteristics of a successful strategic plan for Truman for 2011-15?
  - Doable; realistic; invigorate but not scare the faculty
  - Each faculty member on campus knows the vision statement and knows how s/he contributes
  - Guide the allocation of scarce resources
  - Measurable
  - Accepted so that it serves to guide policies and procedures across campus.