

*Student Senate*  
*10-3-10*

**Is becoming "the premier public liberal arts and sciences institution in the nation" a compelling vision statement for you? How will we know when we have achieved that? Why or why not?**

- You bring the best of everything in the country and that is compelling; need to increase the area of our reputation
- Very compelling goal because we are an educational institution and want the best education
- How do we attain that Vision? Didn't define measures.
- Have we achieved this vision – been declared a premier institution? Maybe regionally – in COPLAC we look up to some institutions and some look up to us.
- Are the COPLAC institutions comparative in size? We need to look at those that compare in size and location.
- Aspirational peers might be New College of Florida; Evergreen State

Summary: Vision is compelling because it is about being the best but what does it mean and how will we know when we get there?

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

- Sustainable advancement; staying current, sustainability in technology and curriculum.
- Original research is important to build our reputation
- Graduate certificates, masters degree, MBA program from liberal arts perspective
- Larger emphasis on student learning; providing real world experience; service learning
- Career emphasis; internship opportunities, credit or non-credit.
- Experiential learning as a part of the curriculum, application of what is learned is critical
- Raising our national profile – alumni, aggressive recruitment outside of Missouri – more competitive with Washington University
- More people seeing Truman as a first choice; not just a cheaper version of Washington University
- I know some freshmen who are transferring next semester. We need to improve Greek Life, SAB, and other activities to keep them here.
- Need more school spirit
- More comprehensive Residence Life environment –like a residential college program similar to Harvard or theme housing; learning communities; FIGS
- Caution not to separate by major; like the current diversity

Summary: Most important are those activities that contribute to student learning, expand our reputation and contribute to retention.

**Environmental scanning is a step in strategic planning that involves exploring the various impacts on the organization that might suggest the future direction your organization should take. What information would you suggest SPAC carefully considered during their environmental scanning process?**

- Alumni relationships are important to get financial support
- Alumni network can also be helpful in building careers
- Actively recruit; go to the community and tell them about Truman; advertise
- Missouri focus with governmental relationships; need to create connections with Washington D.C.
- Need to sell outside of Missouri; the focus needs to be a private college model; look at privates for comparison
- Lobby in legislature to keep Truman a focus in Jefferson City with term limits (Students can be best advocates)

Summary: Need to pay close attention to alumni as a source of funding and career opportunities; need to tell the Truman story at the State and National level; need to look at private schools and find out how they distinguish themselves

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

- Include measurable criteria
- Time specific, so people will know when they need to be done
- Need to have a fair amount of student feedback at the end to help in the evaluation

Summary: Need specific timelines, measurable goals, and responsibility centers and student involvement throughout the process.