November 11, 2010

Minutes from the meeting of the Academic Programs strategic plan working group

In attendance:
Susan Calovini, Jennie Ebeling, Rob Griffith, Beth Hennon (notetaker), Susan Kupisch, Kristy Miller, Don Rodd, Pete Rosen, Donna Teague, Don Vos, Melanie Bacaling (student)

To begin, Susan Kupisch reviewed the timeline for the strategic plan, focusing on the portions relevant to the committee.

- By January 12th, the working group’s completed recommendations are due
  o By then, we must develop/identify 4-5 primary foci with a few strategies within that foci
- On January 26th and 27th, there will be open forums on campus to discuss the suggestions made for the strategic plan
- Goal is to have a relatively complete package to present to the Board of Trustees in February.
  o Complete in that all areas of the strategic plan should have items and suggestions
  o Not fully complete in that the Board may have suggestions for revisions
- With this timeline, and due to holiday/semester breaks, we have left roughly three meetings
  o It might be necessary to divide the task and have sub-groups meet more frequently than the full working group, then report back during the Thursday morning meetings.

The majority of the discussion centered upon developing a list of 4-5 foci/chunks within the areas discussed during previous meetings. For this, the group began by considering the chunks proposed by many of the members during the proceeding week.

- Undergraduate aspects
  o General areas (e.g., general education, FYS, Honors’ program, etc.)
  o Specific degrees/majors for expansion
    ▪ Could include new majors/minors/programs
    ▪ Could include distinctive programs (aka rising stars)
    ▪ Could include majors with room for increased enrollment
- Graduate and Adult offerings
- International/Global aspects
- Reputation-building programs &/or activities

During the discussion, sub-discussions included how we should consider topics such as:

  o What is the motivation for coming to UE
    ▪ i.e., what makes OUR program unique and to-be-preferred?
  o Areas with “strong market capacity”
    ▪ What precisely do we mean?
• Market capacity for jobs after graduation?
• Market capacity for incoming freshmen?
  o Is the undergraduate/graduate distinction arbitrary?

A new organization developed throughout the discussion.

- Programs for Enrollment Enhancement
  o Existing areas that could accommodate additional majors if provided some additional resources
  o Expansion into areas of high demand
  o Undergraduate, Graduate, and/or Adult offerings
- Programs for Reputation Enhancement
  o Again, new or existing programs
  o What rising stars/“spires” stand out among our offerings
  o Where can we build a(n) (inter)national reputation for excellence
- Distinctive, foundational programs
  o Core areas – general education, Honor’s, FYS, Major Discovery
- Programs to expand our International and Global focus
  o Programs occurring in Evansville, not solely at Harlaxton or other countries/universities

The committee divided into four sub-groups to work on developing general strategies/plans of attack for each of the four areas.

- Programs for Enrollment Enhancement
  o Susan Kupisch
  o Barbara Price
  o Donna Teague
  o Don Vos
- Programs for Reputation Enhancement
  o Kristy Miller
  o Don Rodd
  o Pete Rosen
- Distinctive, foundational programs
  o Susan Calovini
  o Rob Griffith
  o Brian Swenty
- Programs to expand our International and Global focus
  o Melanie Bacaling
  o Jennie Ebeling
  o Beth Hennon
Finally, a few guiding ideas were discussed as the sub-groups developed meeting times prior to the November 18th meeting.

- Must consider how what the Academic Programs working group proposes will mesh with other portions of the strategic plan
- Should not be completely restricted by financial constraints, but should realize that reality dictates that there is a limit to the amount of resources available
  - If we propose excessively expensive options, the money must be taken from somewhere else
- Set a goal to develop strategies by blending reality with high hopes

Next meeting of the entire group is scheduled for Thursday, November 11th, at 8 am.