UNIVERSITY OF EVANSVILLE
STRATEGIC PLAN STEERING COMMITTEE MINUTES
December 14, 2010

The meeting was called to order by President Tom Kazee at 9:05 AM.

In attendance: Tom Kazee (chair), Jack Barner, Tom Bear, Amy Brandebury, Dana Clayton, Jennie Ebeling, Tammy Gieselman, Barbara Hahn, Steve Harkness, Bill Hemminger, Earl Kirk, Larry Kremer, Susan Kupisch, Mark Logel, Ray Lutgring, Dennis Malfatti, Wes Milner, Laura Paglis, La Toya Smith, John Stanley, Tamara Wandel, Mark Valenzuela, Jeff Wolf

IN-DEPTH WORKING GROUP REPORTS

Student Development: The group’s work has coalesced around three themes: facilities, student integration, and technology. Facilities should support an integrative environment and reflect the quality of a UE education. Student activities and events should complement and encourage a vibrant collegial learning environment (e.g., create synergies with Welcome Week activities and first year experiences). The University’s technology should be state-of-the-art and should promote student learning, campus communication, and global connectivity.

Faculty and Staff Development: The working group’s four goals were presented in support of attracting and retaining a qualified workforce in order to attract and retain strong students. The goals presented were: 1) develop a competitive, fair salary and benefits structure; 2) provide professional development and training; 3) implement a balanced and equitable faculty workload across disciplines; and 4) implement a balanced and equitable staff/administrator workload across departments.

Connections: The group’s work has focused around four goals: 1) reorganizing marketing and online communication, 2) growing affinity, 3) enhancing community connections in a distinctive way, and 4) enhancing career services.

Enrollment: In support of an overarching goal of growing enrollment by 50 students per year for five years (“50 for 5”), the group presented seven draft goals: 1) strengthen recruitment outreach and presence in the tri-state area, 2) improve student enrollment capabilities within the Office of Admission, 3) develop an integrated recruitment and retention effort across campus, 4) judiciously expand graduate and Adult Education offerings, 5) expand capability to respond to changes in demand and develop innovative programs, 6) develop enrollment plans for selected programs with excess demand and programs with excess capacity, and 7) attract students of the highest academic quality.

International: The working group presented six draft goals. Those goals are: 1) protect, develop, and invest in Harlaxton College; 2) enhance UE’s presence in the world through additional study abroad
opportunities and strategic partnerships; 3) develop an international component of foundational academic programs; 4) enhance the quality and distinctiveness in the study of foreign languages and cultures at UE; 5) enhance and sustain the diversity of the student population at UE by increasing the international student population and increasing the number of countries represented on campus; and 6) promote visibility, enhance efficiency and effectiveness, and maintain and increase the stature of international programs through a review of organization, structure, and budgetary support.

Academic Program: The group has focused its work around four goals: 1) enhancing enrollment by identifying opportunities for new programs, enrolling to capacity in programs with room for growth, and expanding programs with excess demand; 2) leveraging the reputation of distinctive programs for University recognition; 3) focusing on an international emphasis throughout the curriculum; and 4) enhancing the distinctiveness of our foundational programs (i.e., general education, first year seminar, honors, and major discovery).

WRAP UP

President Kazee asked the Steering Committee to be thinking of the overarching theme that seems to be emerging from the strategic planning process. This theme will be used to develop a title and preamble for the plan. Such a theme should capture the reader’s imagination while being honest and accurate. He encouraged committee members to review other schools’ plans to get ideas for how such a theme might be conveyed.

The group was asked to consider whether the next two meetings should be held elsewhere in order to provide for in-depth and focused discussion regarding key priorities that emerge from the working groups’ reports.

NEXT MEETING

The Steering Committee’s next meeting is Wednesday, January 12, from 2:00 PM to 5:00 PM in the Vectren Executive Board Room of the Schroeder Family School of Business Administration. The working groups will begin presenting their final reports at the meeting.

The meeting adjourned at 12:00 PM.