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## Strategic Planning Steering Committee Minutes - January 27, 2016

Strategic Planning Steering Committee  
*University of Nebraska at Omaha*

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## Strategic Planning Steering Committee

January 27, 2016

### MINUTES

**Attending:** Anne Branigan, Juan Casas, Mellissa Cast-Brede, Lee Denker, Charlotte Evans, Cecil Hicks, Jr., Lyn Holley, Deborah Smith-Howell, Brock Lewis, Kathleen Lyons, MaryLee Moulton, Erin Owen, Mark Pauley, B. J. Reed, Jill Russell, Deborah Smith-Howell, Sara Woods

1. **Chancellor's Update.** B. J. Reed gave the update. The Strategic Planning Forum went very well. We need to get the information from the Strategic Planning Forum out to the Committee to help with updating the Strategic Plan. Equity and Inclusion and International Global Engagement Committees are working and will be integrated into the Strategic Plan. Erin Owen's work on the Metropolitan Mission and raising the profile of the university remains important.
2. **Debrief – Strategic Planning Forum – Kathe Lyons.** Thanks to everyone who presented and participated in the Forum; also thanks to all of your staff. We adapted to the space available at Thompson due to the renovation.

The top priorities that emerged through the activities as suggestions for refinement of the strategic plan were reported as:

#### **Student Centered**

- Opportunities for students to develop a consistent relationship with a support person on campus
- Increase student diversity
- Support for transfer and non-traditional students
- Expanding high school bridge/traditions programs
- Include study abroad scholarship and programs

#### **Academic Excellence**

- Grow quality and diversity and quantity of faculty
- Increase PhD/doctoral programs
- Student learning outcomes that apply and matter to students

#### **Community Engagement**

- Increase community partnership
- Service learning and community engagement part of the RPT process
- Community outreach demographically mirror community

We will distribute the full list in the near future. A few priorities cross over, which is good. The participation exercise was a well-received activity that made people feel they have input. Community engagement received the fewest number of priority suggestions, the most suggestions were for Academic Excellence. We will put the results and minutes on the website within 10 days.

3. **Update from "Updating the Plan" Task Force – Deborah Smith-Howell.** Smith-Howell appreciates the work that was done by members in the fall. We are still in the information gathering stage. We will be incorporating the chancellor's survey, the forum data, expanded community input, and May Forum input. The data will be organized during the summer. Then the goal would be to take what is created in the summer and bring it back to the Committee. Then get more input in the fall with a goal of having everything ready by the 2017 May Forum. We may look at shortening/streamlining the plan and integrating the unit plans. UNO will be the host for the 2016 Engagement Scholarship Conference, October 10-12, 2016. There will be 500-700 people in Omaha for this conference. It will include an Outreach and Engagement Staff Workshop and an Emerging Scholars Workshop. The call for papers and proposals is open as well as poster sessions. UNO is trying to promote the conference in Omaha and across the country, especially with community partners.
4. **Update from "Unit Plan Alignment" Task Force – Lyn Holley.** The unit plans are being shared in great numbers. Still waiting for the last seven unit plans. The Goals and Directions Committee for the Faculty Senate are trying to maintain connections between the faculty and groups that are working on various committees around the university. B. J. added that anyone serving on committees should be reporting back to the Faculty Senate so that the faculty knows.

5. **Update from “Metropolitan uMission Communication Plan” – Erin Owen.** The task force has met and is working on four questions/issues: 1) how do we further tell the story, 2) education programs internally, and 3) externally, and 4) how do we tell story of metropolitan university nationally.
6. **Student Government Report – Brock Lewis** Enjoyed the Forum and will be sharing the experience with students. At recent Senate meeting the issues of expanding gender inclusive bathrooms and expanding charging stations around campus were discussed.
7. **Faculty Senate Report – Lyn Holley.** Snowed out of January meeting. B. J. Reed met with the Executive Committee last week and came away with a good list of issues (updating Holley, Reed said that the Ombuds report is at the top of the list at Varner Hall, and college by-laws are being looked at for issues). Holley thanked the Forum Planning Committee for including a Faculty Senate representative in the Forum and remarked that Jodi Kreiling did a great job explaining the role of the Faculty Senate in the expansion of doctoral programs.
8. **Staff Advisory Committee Report – Michael Perdunn.** No report
9. **Other topics – B. J. Reed.** Reed pointed out that we need to put together the agenda for the May Forum where we invite the broader community. Reed suggested we need to make it dynamic and engaging. We should have ideas sketched out for the February meeting. Jill Russell provided an update on the AQIP and HCL, asking if anyone had data that should be included, please send it in. Reed asked that this group have an understanding of how the accreditation ties into the strategic plan. This is a totally different thing than we have done before and we need to have data that supports what we are doing. Erin Owen shared that University Communications did a perception study of UNO two years ago (that was not presented), and will go into the field with a new perception survey in the next couple of weeks. With this new survey, University Communications will be able to do a comparison of the perception now versus two years ago. Owen will circulate the questions to anyone that requests them. We should have data analyzed by April. This is good data to present in May. Also the data from “the best places to work” survey can be presented at the May Forum. Presenting the data gives a chance to get a community response that we can then act upon. Sherice Gearhart from the School of Communication will be doing the survey. Reed recommended all other surveys should also be added to the analysis. Russell said the Office of Institutional Effectiveness is creating a mini data warehouse to support access to information related to AQIP and HLC standards, and it would be great to get all this survey data into that data warehouse as a central location so that accreditation can pull from one area. Reed asked Anne Branigan if the Chamber would have any data to contribute. Reed added that department analysis of growth areas of various majors needs to be promoted so the community can understand where resources should be directed. Juan Casas pointed out that the new diversity chief for the NU system should be invited to campus. Lee Denker also suggested that a presentation about the Foundation and Alumni merger be included in the May Forum. Owen wants to do Know the “O”. Smith-Howell wants to talk about the update to the Strategic Plan. Reed suggested Trev Alberts talk about athletics. Owen suggested discussion of use of data and analytics – perhaps the most interesting data points of the year and/or data that has effected decisions campus wide, with an example from each of the colleges. Anne Branigan pointed out that the community people who come to the Forum are fans and suggested asking them for things (perhaps take info back); they are already ambassadors. Brock Lewis will help with recruiting students to Forum – ideally one or two students per table. Owen said the Chancellor would be presenting on the survey at the Forum. Sara Woods suggested having Charlotte Evans provide an Emergency Management update in May.  
Meeting adjourned at 8:51

#### Upcoming Events/Meetings

- February 24, 2016 – 8:00 am – Strategic Planning Steering Committee, EAB 200
- **March 30, 2016 – 8:00 am – Strategic Planning Steering Committee, EAB 200 \*\*\* Note new March Meeting date \*\*\***
- April 27, 2016 – 8:00 am – Strategic Planning Steering Committee, EAB 200
- May 9 – Strategic Planning Forum – MBSC