

9-22-2004

Strategic Planning Steering Committee Summary, September 22, 2004

UNO Strategic Planning Steering Committee
University of Nebraska at Omaha

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Recommended Citation

Strategic Planning Steering Committee, UNO, "Strategic Planning Steering Committee Summary, September 22, 2004" (2004). *Steering Committee*. 15.

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Strategic Planning Steering Committee Summary
September 22, 2004

- I. Meeting opened at 3:10. Introductions of new members: Curt Bayer, Theresa Barron-McKeagney, Gayle Roberts, Alice Schumaker, Neal Topp, Anne York.

- II. Strategic Update: Chancellor Belck
 - a. Welcome back everyone, especially new members who bring different expertise with them.
 - b. Freshmen enrollment is up 6.7%. This represents a key victory considering that it is down at many other universities. Our recruitment division is doing a remarkable job.
 - i. Graduate student numbers are down, as they are nationwide. The number of international graduate students has decreased significantly since September 11. Visa requirements have, of course, stiffened and this is making it more difficult to fill spots with highly qualified individuals.
 - ii. There has also been increasing diversity on campus, which is always good.
 - c. The # 1 long term strategic issue (currently) is land acquisition.
 - i. Growth of South Campus is limited because of the commercial/retail development of the 128 acre site adjacent to the sports fields.
 - ii. We house 7% of students now. If we wish to increase the housing capacity figure by double, we will have to work creatively with the Aksarben Trust and the development coordinator. Hopefully, we can convince our community constituents the importance of a strengthened campus.
 - d. Our short term issue is to find a new Athletic Director, one who will help UNO build a large pool of resources.
 - i. Attrition has occurred in the NCC which is down to 7 teams this year.
 - ii. There is an initiative to reduce football scholarships to institute parity among the programs.
 - iii. We may discuss some types of mergers with other conferences.
 - e. Legislatively speaking, the Unicameral will be back in session in January, and among our priorities is to move forward with the renovation of the Engineering Bldg. for CPACS.

- III. Task Force Assignments – see attached.
 - a. The strategic planning process always seems to deflate after the written plan is completed during the cycle. In the next phase, we should make

- good strategic use of our abilities to assess how the university is doing as outlined by the strategic plan.
- b. There will be 5 task forces this year: 3 for assessment, 1 for communication, and 1 to help plan the Advances.
 - c. Assessment – one task force will tackle the assessment for each overarching goal and do so in three phases.
 - i. Phase I – Review and interpret measures.
 - ii. Phase II – Benchmark standards with peer metropolitan universities.
 - iii. Phase III – Identify performance gaps.
 - d. Communication – will combine internal/external functions from last year.
 - e. Advance Planning - plan and execute Fall and Spring Advances.
 - f. Other task force ideas I – BJ Reed will continue efforts to merge CPACS strategic plan and budget to identify and gauge the challenges for doings so at the university level.
 - g. Other task force ideas II – Academic prioritization will require more direction from the system and regents.
- IV. Preliminary Advance Ideas – Fall Advance on Monday, November 15
- a. Many agreed that student presentations from May's Advance were excellent and informed the attendants about the importance and significance of the strategic plan. Maybe we should focus on student focus. Hmmm.
 - b. Below is the discussion about the upcoming Advance:
 - i. What are the demographics for the future? Their might be a section [at the Advance] about future enrollment trends. How do we get more [community] people to address our issues. It would be a good brainstorm, WHAT-IF exercise.
 - ii. What do we want people to know? What do we want them to do [at the Advance]?
 - iii. We first want them to know how well we're doing. Then we'd like them to help us figure out how we can do better.
 - iv. We can ask the award recipients to give presentations to show what they do that makes the strategic plan operational.
 - v. We really do need to reiterate that the planning process is ongoing, and that things change when new variables, like having a new [system] president. We have the opportunity at every Advance to frame timely issues, such as the trend in enrollment.
 - vi. It [the Advance] is like a marketing event in many ways. We try to use the information from the discussions to frame what we want to do. We just need to get more concrete ideas based on the Chancellor's vision.
 - vii. There will be fewer high school graduates in the years to come. And those that we do get will be quite sophisticated. How can we hope to understand them [future students] when their internet awareness increases faster than ours. A Gallup poll said that students don't view higher education like it was viewed in the past, it is no longer a place to get information because they can get it from the net.

- viii. We also need to make sure that we review for new participants.
- ix. In student interviews, they said that they want the university to help them get hands-on experience and expose them to the community. Students have higher expectations about 'real-world' experience.
- x. Another question we can ask concerns UNO's culture. Like what is it? What make's this campus different from any other? And how do you know you're on this campus when you're on it?
- xi. Talk about these themes in your task force meetings before this committee meets again in October.

ψ. Other issues – a deadline extension for the Strat. Plan Award nominations has been requested by several individuals. The committee decided to extend the deadline to Monday, September 27.