11-19-2014

Strategic Plan Development Team Kickoff

Strategic Planning Development Team

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Portland State 20/20

Strategic Plan Development Team Kickoff

November 19, 2014

Agenda

Date: November 19, 2014

Time: 4:00 – 5:30 pm

Agenda:

I.	Introductions	All	15 minutes
II.	Strategic Planning Charge	President Wiewel	10 minutes
III.	Review Overall Process	Kari St. Peters	10 minutes
IV.	Breakout: Strategic Questions	All	30 minutes

Members will generate their own strategic questions, then review other strategic questions gathered to date, and will—working in small groups—identify key themes.

V.	Report Out: Key Themes	All	15 minutes

Breakout groups will report out the key themes they identified, and the entire SPDT will align on some key themes around which can begin to form Topic Teams.

VI.	Next Steps	Kari St. Peters	10 minutes

Planning Process Design
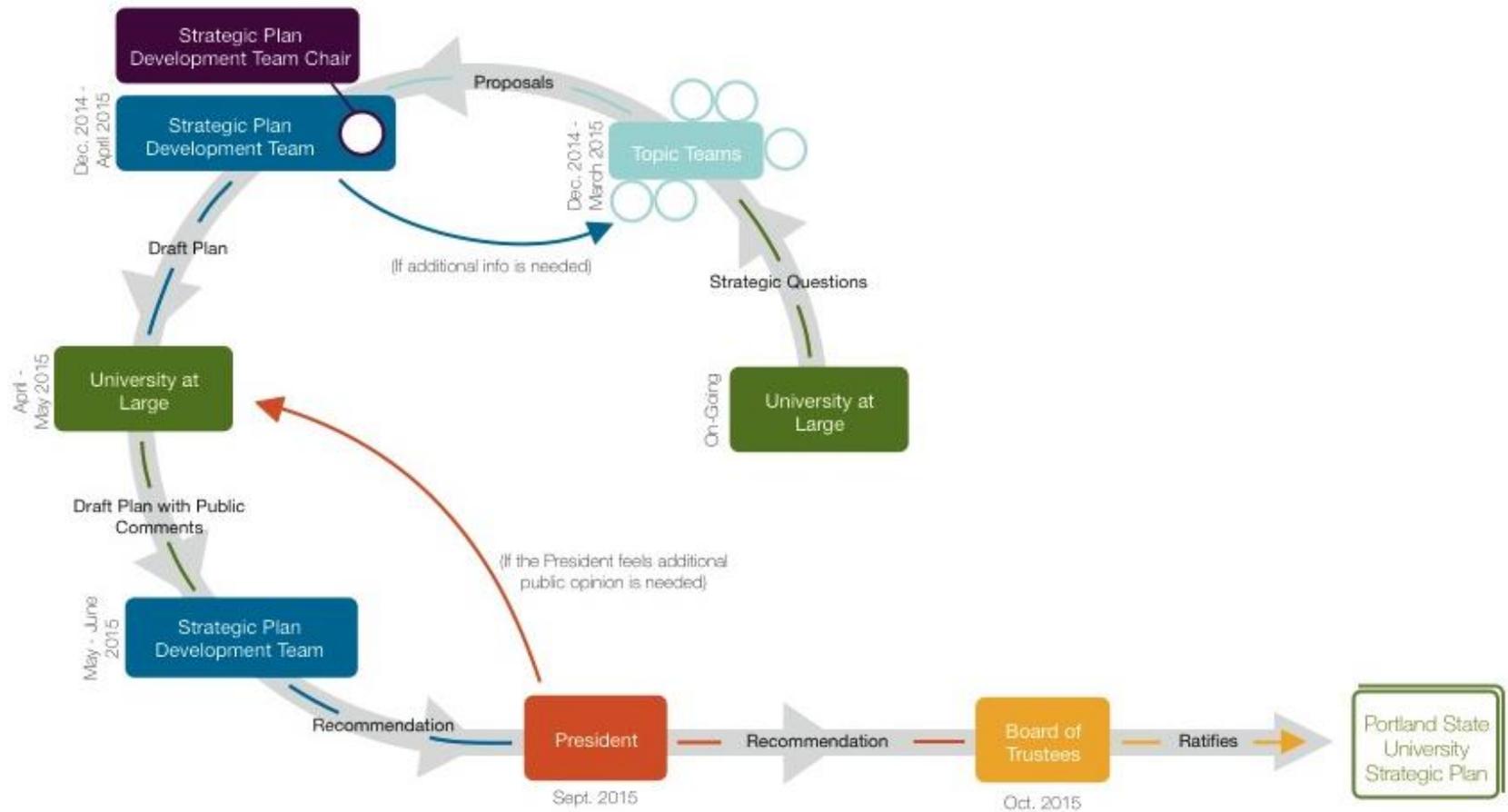
SPDT Strategic Questions

1. How will the university insure continued innovation through supporting its graduate students?

2. How is service to the marginalized and vulnerable of our city-region included, or not, in our strategies and mission?

3. What will happen regarding the public/private status of PSU as we move away from state funding (public funding)?

4. How can we simplify undergrad education?

5. Public/private future of higher Ed support in Oregon – Streamline the academic requirements for graduations, accessibility regarding student debt.

6. Are we committed to the access mission?

7. How can PSU simply be known as a place to get a good education?

8. How can we streamline the undergrad curriculum?

9. How will PSU balance increasing access to education and utilizing advancing technologies with academic program values, academic integrity and helping students develop a positive relationship with the instruction?

10. How will PSU champion these students experience? (through its values/inside)

SPDT Strategic Questions (cont.)

11. What is our niche as PSU? Our identity – what we boldly claim as our own (culturally, or academically or as a community etc.)

12. How will we measure success with student success?

13. How does technology change the way PSU offers its courses?

14. How will online education enhance the student learning experience?

15. How do we have financial resources to achieve our goals?

16. How do we continue to grow research initiatives with limited administrative support?

17. How can we actually implement the strategic plan?

18. How do we communicate PSU's vision internally and externally?

19. What does global relevance or competence mean 2015-2020?

20. The changing demographics of students and various populations we should serve

21. Goals of 40-40-20

22. How do we continue to foster our pipeline with limited resources?

23. How will we ensure the partnerships we create within community last?

24. What we want to be known for?

SPDT Strategic Questions (cont.)

25. How we can (should) function like a complex system?

26. How we can be an organization responsive to change?

27. How we decide between choices?

28. What should PSU be known for? a) How does the fact that we are a public institution shape that? b) An understanding of the principals the university/college was founded on

29. How can PSU best relate to the community in order to advance life quality in our city, region and state?

30. How can scholarships at PSU both strengthen and facilitate achievement and create knowledge to advance our community, region and state?

31. How will PSU find/produce the physical space to teach all the classes that will be required to meet the states graduation goals?

32. With the state moving to an outcome based funding allocation model, what can PSU do to further increase retention and completion over the coming decade?

33. What can PSU do to help address the civic engagement crisis the United States faces?

SPDT Strategic Questions (cont.)

34. What is PSUs definition of "quality community partner"?

35. How can PSU best facilitate relationship-based learning and opportunities for engagement outside of the classroom?

36. How can the plan build consensus around shared directions for the future?

37. How do we balance focus on access (needs-based funding, student support? With desire for excellence (merit-based funding, etc.)

38. How do we balance focus on teaching, research, and community engagement?

39. Def. of community partners, civic engagement, facilities outside classroom, R & G, space needs?

40. How do we define excellence and success?

41. How do we maintain/increase "excellence", while also providing access and being responsive to budget pressures? "Excellence vs. Access"

42. How maintain research with growing focus on tuition budget (SCH)?

43. How important is impact to Portland vs. national/international impact?

44. What distinguishes PSU? In what ways does the strategic plan avoid the generic goal of "being a university?"

SPDT Strategic Questions (cont.)

45. How does PSU build enough of a local reputation/importance/appreciative for Fred Meyer to start to selling Vikings shirts alongside those for Beavers and Ducks?

46. How do we adapt to changing models and methods of education (i.e., online, MOOCs, etc.)?

47. #5b – Let's not dichotomize "excellence" and 'equity" please!

48. As an urban university, how are we going to try to align ourselves with Portland city initiatives, councils and vision?

49. What are the two things that we have accomplished from the 2010-2014 strategic planning that we would want to strengthen because it is what has given us the most visibility nationally and internationally – i.e. that which we are proud of and would like to sustain?

50. Prioritization, centers of excellence, communication/engagement/"buy-in"

51. "Impact", "Place"

52. Jobs, civic engagement/prep, academic enrichment, content/intellectual property generation

SPDT Strategic Questions (cont.)

53. Research – new/advancing knowledge

54. "Product" Outlines? Multi-modal? Physical/face to face?

55. Customer – student access, student experience

56. Whole Student: Mind (intellectual prep), Heart (well-being, community, participation), Body (athletics, conference, clubs and personal)

57. How do we communicate better and involve more people in decision-making?

58. How do we achieve our vision?

59. What does PSU stand for – represent? What does it mean to be an urban serving university? How can PSU better align with local and regional business needs?

60. How will PSU serve resource crisis?

61. How can PSU maximize it value/role with regional employers and economic growth of region? i.e. maximize local in urban/economic center of state

62. What does PSU stand for? What is core identity? Research vs. access vs. engagement?

SPDT Strategic Questions (cont.)

63. Is the university positioned for a world of limited resources and a world where PDX may not be a preferred destination for our target demographics?

64. How will PSU support first generation and low-income students to graduate?

65. Physical space needed to reach state graduation rates. Retention and completion?

66. Three themes: Access, infrastructure, and future of higher Ed, public/private, undergrad simplified and streamline, student debt?

67. How do we balance growing the academic programs with building?

SPDT Theme #1 | Student Experience

- Student Success:
  - Balance and other goals (economic development, research excellence
  - State's needed and definition
- Student experience (retention/success) and access
- Broad access and student excellence: How can they co-exist?
- Student experience
  - Fostering the pipeline
  - Changing demographics, populations we serve
  - Global relevance/corporations
  - Measuring student success
- Defining student experience/engagement
- Current student make-up vs. future student make-up

SPDT Theme #2 | Role of Research

- What is the role for research at PSU?
- Prioritizing: Research, Teaching, Engagement
- How do we honor research and community engagement and teaching goals simultaneously?
- Role of research

Themes to be Addressed in Strategic Clarity Sessions

1. Defining/Identity of PSU
2. Where is the big picture?
3. Differentiation: what do we want to be know for?

SPDT Themes | Other Themes

- Community Engagement:
    - Civic participation
    - Balance and other priorities
    - What's a good community partner
- Impact
    - Academic enrichment
    - Jobs
    - Civic engagement
    - Content/intellectual property generations
- Is PSU going to be a liberal arts or job focused institution?
- How does 40-40-20 affect PSU?
- Achieving 40-40-20
- Defining terms of financial relationship with state
- Success plus excellence
- How do we define excellence and success?

- Access vs. excellence (same or different)
- How do we function as an organization?
    - Implement strategic plan
    - Communication
    - Deciding between choices
    - Responsive to change
    - Function as a complex system
- Communication:
    - What's our story, to whom do we tell it, and how?
- What is appropriate: Portland impact vs. national?
- Social justice and equity and inclusion
    - Intentional consideration
    - Definition and implementation
- Role of technology