12-2-2014

Strategic Planning Development Team Meeting Notes 12/2/14

Strategic Planning Development Team

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**Meeting of the Strategic Planning Development Team (SPDT)**

**12/2/14**

**SPDT Attending:**
- Sona Andrews
- Michael Bowman
- Darrell Brown
- Kim Cooper
- Carlos Crespo
- Noor Delaughn
- Rob Fullmer
- Erin Flynn
- Jamaal Green
- Mark Jones
- Chas Lopez
- Rayleen McMillan
- Keva Miller
- Pam Miller
- Steve Percy
- CeCe Ridder
- Jennifer Ruth
- Ethan Seltzer
- Pat Wetzel
- Ralf Widenhorn
- Lisa Zurk

**SPDT Absent:**
- Kate Bingaman-Burt
- Gayle Thieman
- Irving Levin
- Kelly Cowan
- Nicole Morris
- Susan Lindsay
- Guests:
  - Wim Wiewel
  - Kathi Ketcheson

**SPDT Staff:**
- Lois Davis
- Harry Esteve
- Susy Munson
- Karl St. Peters - PM
- Mark Wubbold
- Susan Lindsay
- Consultants:
  - Michelle Janke
  - Matthew Landkamer

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- Michelle Janke
- Matthew Landkamer
- Greg Netzer

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**Group Prep:** All members asked to submit 3 words to Coraggio that capture the PSU experience.

**Chair:** Call to order at 2pm.

**PM:**
- Overview of last meeting and some housekeeping tasks.
- Explanation of President Wiewel’s role as an expert observer (not active member) who will attend when he can.
- Reiterated Topic Teams (Student Experience and Role of Research) and called for volunteers to work on these teams. CC Ridder - volunteered for Student Experience and Lisa Zurk for Role of Research. No other volunteers. PM asked members to email her to volunteer for a Topic Team.
- Followed up on Budget presentation request from the last meeting. Budget presentation will be made available to those who request it. Those interested to email PM.
- Volunteers sought for a small working team to sort key questions into potential Topic Teams and prepare a “straw man” list of same for next meeting of the SPDT. Volunteers to email PM.
- Introduced the decision making model and approval process from the Strategic Planning Project Management Plan. **Action:** PM to send Project Management Plan to Committee - comments are due back to PM by 12/15.

**Corragio:**
- Presentation of governance, decision making and resolution process. Noted the importance of separating Process from Content.
- Explained General Consensus and Minority Report model of governance.
- Explained that Topic Teams can be formed by existing campus committees (i.e. Partnership Topic Team work can be done by University Partnership Council).
- When Topic Team work is done by existing committee, that committee may use their existing process to make decisions.

**Q. SPDT - How will Topic Team decisions be shared with the campus community?**

**A. PM -** As pieces of the plan are created, they will be posted for public comment. Collectively, we will
build/comment/revise/approve/display the plan...piece by piece.

Coraggio:
- The question was called as to whether there was General Consensus amongst the SPDT on the use of Governance Procedures.
- **Action** - Governance Procedures Approved.
- Introduced the elements of the strategic plan and the elements handout.
- Begin with Vision which answers the question- What is the ideal future state we are trying to create?
- Reviewed Board’s charge and introduced current PSU Vision statement.

**Q.** SPDT - When was the last time the PSU Vision statement was renewed?
**A.** Guest - In the early 90’s by a 30 member campus representative group and again during Provost Tetrault’s years about 2002-3. **Action** - Guest to provide PM with historical iterations of the Vision statement for distribution to the SPDT.

Coraggio:
- Shared Word Cloud generated using the 3 words submitted by each member at the beginning of the meeting. **Action** - Word Cloud to be added to website.
- Visioning Warm-up exercise handed out and mention was made that Coraggio and PM had conducted interviews with individuals, advisory groups and leaders of constituent groups.

**Q.** SPDT - Who were the interviewees and can SPDT members get a list of their names as well as the questions they were asked? **Action** - PM to provide list and questions to SPDT.

**Q.** SPDT - Has PSU made progress towards achieving its current mission?
**A.** Guest - Generally yes, with the exception of in the area of Student Success where PSU’s low retention and graduation rates indicate room for improvement.

Coraggio:
- Opened the floor for general discussion of Vision Statement.
- Several comments that current Vision “seeks external recognition,” does not inspire and is not aspirational enough.
- Desire of several to have a shorter Vision that is a more memorable, more poetic, and affirms where PSU is headed.
- Desire to use an unlimited “frame” to think about where PSU wants to go. I.E. “why can’t we be both accessible AND excellent?”
- Some concern that the media attention we get covers too many different PSU topics, may be too diffused and may lead to message confusion...which is to say that the general public is not getting a clear picture of what PSU stands for- what our priorities are.

**Q.** SPDT - Where is equity, diversity and the celebration of differences in this Vision and how are we defining Access?
**A.** Guest - PSU should be financially, academically and culturally accessible to all students.

**Q.** SPDT - What is our definition of Diversity?
**A.** SPDT - We should be at least as diverse as the community we serve...we should be “representative” of the community.
- General discussion about whether or not PSU is selective enough (should we have a higher GPA requirement) or whether we are accessible enough (that our unique value proposition could be
that PSU is inclusive and welcoming to more/different types of people

- Discussion about how we compare to our peers on selectivity. I.E. - U of O requires 3.5 with SATs and essays.
- **General Consensus** that regardless of selectivity, the students we do enroll should have the help they need to SUCCEED.
- Discussion about how we differentiate the Vision for undergraduate and graduate students.
- **Action** - A group of four SPDT member will write draft Vision statement; Crespo, Seltzer, Ruth and Williams.
- **Action** - Support staff to compile Vision statements from Urban Serving Universities and send to SPDT.

Coraggio:
- Key word/concept discussion ensued.

Q. SPDT - Should the Mission statement articulate a specific relationship to the State/Region/City?

- Key word/concepts SPDT members thought should be in the Vision statement
  - Access
  - Opportunity
  - Let Knowledge Serve the City
  - Welcoming
  - Student Learning rather than Student Success
  - Delete “recognized” in current Vision statement
- Discussion about how the SPDT will use the Vision statement.
- Reminder that Academic Program Prioritization Committee (APPC) needs it to help inform their scoring rubric.
- **General Consensus** that the substance of the current Vision statement (assuming this does not change) would give the APPC the information they need to begin their deliberations.
- Vision statement draftspersons cautioned to make their versions “short”, “poetic” and “pithy.”
- Avoid bullets since these suggest a laundry list.

Coraggio:
- Shift to Mission statement discussion.

- At a minimum, the Mission should answer 3 questions:
  - What do we do?
  - Why do we matter?
  - Who do we serve?
- Discussion about whether we should limit our “special relevance” to metropolitan areas?
- General discussion about whether we should expand our foci beyond place?
- **General Consensus** that there is unresolved tension around the use of geographic limitations in our Mission and Vision statements.
- **Action** - All to ponder the current Mission and Vision statement and come to next SPDT meeting ready to discuss new Vision being drafted.

PM: Housekeeping

- New email address for listserv: PO-SPDT-Group@pdx.edu.
- What resources do you have or do you need? Email PM.
- Interested in being a part of the Topic team session or attending the Budget session? Email PM.
- The next meeting of the full SPDT is scheduled for 12/16/2014 from 2-4pm in the Market Center Building Gold Room (541)

Adjourned - 4pm.