Strategic Planning Committee
Minutes
August 18, 2005
Belk 404
3:00 – 5:00 p.m.


• 3:00 – 3:05 Approval of minutes
  • Minutes were unanimously approved.

• 3:05 – 4:55 Reports from subcommittees and discussion of reports
  • Subcommittee #5 (mission statement): Newt Smith, Leila Tvedt, & Bil Stahl

The committee discussed the mission statement and agreed on the following:

The mission of Western Carolina University is to provide educational programs, research and cultural opportunities that improve individual lives as well as the quality of life of the region and state. Western promotes student success through engaged learning, personal development, and service. These activities occur within an environment characterized by a community of engaged teacher-scholars whose teaching, research and engagement activities focus on student learning.

As a constituent member of the University of North Carolina, Western Carolina University offers courses in the arts, sciences, technologies, humanities, and professions through degree programs at the bachelor’s master’s, and the doctoral-levels. As a regional comprehensive institution, Western serves the people of North Carolina and beyond from its residential campus at Cullowhee and its centers in Asheville, Cherokee, and other locations throughout Western North Carolina. Through educational outreach using current and emerging technologies and distance educations partnerships, Western extends quality education to learners throughout the state and the world.

As a major public resource for Western North Carolina, the university commits the expertise of its faculty, its staff and its students to education, outreach, research, regional development, and service to the region. Western Carolina University students, faculty, and staff jointly assume responsibility for learning, honor the free exchange of ideas, expect intellectual challenge, respect cultural and natural resources, and aspire to the highest standards of ethical citizenship.

The other subcommittee reports were tabled and the committee agreed to discuss strategic directions before subcommittees met to determine strategic goals. The committee agreed on the following strategic directions:
1. Promote regional Engagement
   • Economic development in region
   • Internships/co-ops
   • Service learning
   • Applied research

2. Improve quality of support services
   • University systems and Services

3. Maximize funding opportunities
   • Increase external funding
   • Reduce reliance on state funding
   • Legislative liaison

4. Enhance academic quality
   • Engage the academic community in discovery and service with external constituencies
   • Expand scholarship and research activities
   • Increase interdisciplinary collaboration

5. Broaden educational access
   • Manage growth responsibly, respecting the culture and the environment.
   • Improve diversity
   • Leadership with active involvement
   • Legislative
   • Increase international programs and services/Fac/staff
   • Enrollment growth

6. Enhanced education programs that respond to societal needs, economic demands and fit location advantage
   • Innovations
   • Services
   • Needs of Society

7. Enhance quality of student life
   • Facilities/ programs
   • Personal development
   • Nutrition/ health
   • Services to students (expand hours)

8. Diversify campus population

At the August 25th meeting, the committee will conclude the discussion on strategic directions. Sub-committees will be formed at the next meeting.

The next meeting will be August 25th, 3:00 – 5:00 p.m., Belk 404.