Strategic Planning Committee
Minutes

Sept. 1, 2005
Cardinal Room, University Center
3:00 – 5:00 p.m.

Present: Pat Brown, Sharon Jacques, Dan Grube, Cindy Atterholt, Bill Haggard, Jim DeConinck, Beth Lofquist, Leila Tvedt, AJ Grube, Kyle Carter

- Minutes were approved.
- The committee discussed suggested revisions that Dr. Carter made to the strategic directions and goals. Beth Lofquist made a report for subcommittee #3 (Gibbs Knotts, Beth Lofquist, and Sharon Jacques) regarding strategic directions 6-7. The committee agreed on 1-6 of the following strategic directions. Feedback from subcommittee #5 (Leila Tvedt, Newt Smith, and Bil Stahl) will be distributed by AJ Grube prior to next week’s meeting. The committee will review strategic directions 7-8 next week.

1. Meet the expectations, challenges and opportunities of a focused growth institution.
   - Increase opportunities for adult learners through distance learning and the use of creative learning structures.
   - Grow enrollment by offering unique programs that serve the needs of the region and state.
   - Engage communities of interest in managing growth responsibly.
   - Provide leadership in planned growth of the university and region by ensuring that infrastructure can meet demands and sustain Western’s growth.

2. Respond to regional needs and opportunities.
   - Maximize locational advantage in the development of programs and partnerships.
   - Develop programs that involve the community, faculty and students in promoting regional development.
   - Support programming, service and applied research to respond to regional needs.
   - Expand educational outreach through development of regional partnerships.
   - Develop the Millenial Initiative to integrate academic programming with economic development.

3. Advance engagement as the university’s prime educational strategy.
   - Involve the academic community in service activities with external constituencies.
   - Expand opportunities for student and faculty scholarship and research activities.

4. Promote, support and reward academic excellence.
   - Engage the academic community in discovery and sponsored research.
   - Enhance academic programs that respond to changing economic opportunities, technologies and demographic trends.
   - Continue support for faculty and staff development.
5. Enrich the student experience.
   - Enhance recreational facilities in quality, quantity, and scope.
   - Continue to improve residential and other related facilities (i.e. dining, meeting spaces, etc.)
   - Facilitate and encourage a healthy, wellness-minded lifestyle.
   - Improve the student dining experience.
   - Schedule facilities and programming to accommodate student needs.
   - Assure the redesign of the campus incorporates a physical environment that promotes community and an appreciation of the outdoors.
   - Provide a virtual experience for off-campus learners to savor Western’s rich culture.

6. Prepare students to succeed in an increasingly diverse, interrelated global society.
   - Expand the ethnic, cultural and intellectual diversity of students, faculty, and staff.
   - Broaden the international opportunities and programs available to Western students.
   - Encourage Western students, faculty, and staff to gain language proficiency.
   - Increase the number of international students through recruitment and programming.
   - Respond to the needs of an increasing Hispanic/Latino population in the state.
   - Assure students services meet the needs of a diverse student body.

7. Enhance the effectiveness of management processes to facilitate communication and decision making.
   - Create and maintain a management information system that serves data-based decision making.
   - Establish effective tools for planning, decision making and assessment.
   - Implement seamless and reliable communication systems.

8. Create expanded funding opportunities that support university priorities.
   - Develop relationships that encourage financial support.
   - Encourage continued governmental support for Western initiatives.
   - Develop a system and efficient processes that encourage collaboration with external partners.

The next meeting will be Sept. 8th, 3:00-5:00 p.m., Cardinal Room (Univ. Center).