Meeting of the Strategic Planning Development Team (SPDT)
5/14/15

SPDT Attending:
Sona Andrews
Michael Bowman
Carlos Crespo
Chas Lopez
Rayleen McMillan
CeCe Ridder
Steve Percy
Ethan Seltzer
Gayle Thieman
Darrell Brown
Noor Delaughn
Erin Flynn
Jennifer Ruth
Ralf Widenhorn
Nora Wendl
Dilafruz Williams
Nicole Morris
Mathew Johnson
Jamal Green

SPDT Absent:
Kelly Cowan
Irving Levin
Susan Lindsay
Kim Cooper
Rob Fullmer
Mark Jones
Keva Miller
Pam Miller
Sonja Taylor
Pat Wetzel
Lisa Zurk

SPDT Staff:
Lois Davis
Harry Esteve
Susy Munson
Kari St. Peters - PM
Mark Wubbold

Consultants:
Michele Janke
Greg Netzer

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Chair: Call to order at 8:35 am.

PM: The PM shared the community feedback video shot by UCOMM during the Strategic Ice Cream social.

Action: Post the video to the Resources section of the SP Website.

Coraggio: Discussion of next steps in the development of Topic Team initiatives. The initiatives are due. Between May 22 and May 28 the first four sets of initiatives will come to the SPDT for review. Members will be expected to pre-read the initiatives and be prepared to comment on them at the meeting on the 28th. The final four sets of initiatives will be sent to the SPDT by June 5 for discussion at the June 11 meeting. The goal is to get all SPDT feedback on the eight sets of initiatives by June 15. A special rating sheet has been created to gather feedback on each initiative.
Q. SPDT: What happens to initiatives that do not make the cut into the strategic plan?

A. Coraggio: These initiatives will be added to a “parking lot” for possible distribution to standing groups to work on. If a SPDT member wishes to make a case for a particular initiative that has not made the cut, they may submit a minority report.

Coraggio: The ALPS leadership retreat will be May 26. All SPDT members should have received an invite. The day will be structured around the Topic Teams and the work they are doing. SPDT members from the Topic Teams will be asked to present some of their initiatives which will be work shopped by the larger group.

Chair: A writing team has been formed to work on the first draft of the report this summer. This team will work with the Equity Lens group to create a complete draft for consideration by the SPDT in the fall. All SPDT members are invited to join the team. Email the chair if you would like to do so.

Coraggio: Discussion of the trends in higher education. Each member of the SPDT received the Chronicle of Higher Education’s Trends Report for 2015. It also included additional materials provided by SPDT member Zurk. The discussion was about how these trends are impacting PSU and how we need to keep them in sight -- while trying to stay ahead of them -- as we plan for the next 5-10 years.

Topic: Trends that particularly impact PSU

- Student indebtedness
- Casual-ization of academic labor
- Focus on employability and alignment of academics with career prep
- Changing funding model
- Grading of Universities by the Federal Government
- Recruitment and Retention of Students
- Support for GAs in research and scholarship
- Responsiveness to change and the rate of change
- Customer service ethos of students
- Devaluation of brand names and university experience

PM: SPDT members to look for Topic Team initiatives in their email and be prepared to read and rate them as they come in.

Meeting adjourned: at 9:50 am

Next meeting: May 28th, 8-10 am in MCB 316
National Trends

• High school graduation rates, what responsibility does higher education have to pipeline
• Move towards faculty that can get grants, support for scholarship
• Rate of change and ability to be responsive to change.
• Customer services
  o Providing supports once students are here
  o Alignment of “advice”; financial, advisory, etc.
• Trends to tracking graduation rates, impact from PT students
• Credit hour issues
• Transition from high school
  o How do we keep them when they come
  o Culture they find at PSU, ensuring diversity and welcoming curriculum, support (for international students as well)
• Student success collaborative
  o Supports advisors in advising students
• Decreasing importance of “brands,” focus on building skills, knowledge, competency – focus on individual
• Student indebtedness
• Casualization of labor in Higher Ed
  o More to adjunct
  o Burden on grad students
• (Related to student debt) Focus on employability, rise of “Higher Ed in preparing for employment” vs. “Higher Ed for Knowledge” students
• Student success
  o Getting students through in time, money
• Shift to new funding models
• Focus on ‘value’ relative to transition to career success
• Responsibility for PSU to support showcasing student achievement
  o What kind of students is PSU trying to graduate?
  o What does PSU do to support students? Portfolio, Senior capstone, etc.
  o Internships
  o Link to student activities and extracurricular, sense of community
• Public institutions more autonomous b/c less public funding; importance of Board of trustees
Implications for Strategic Plan

- Showcase how unique, bold, PSU is: more “pop”, inspiration
  - Focus on being Portland’s University
- “Our national football team is engagement”
- Applied experience – can we nail that better than any other urban University?
- Are we putting resources in engagement?
- What are we not?
- Where are we capturing infrastructure requirements? Library for example.
- How are we using big data? Tracking needs of students
- Improving our ability to roll out innovations
- How to shift culture to student success