Purpose of the meeting:
This meeting, the third in a series, challenged the working group to review, deconstruct, and reconstruct the core values drafted in the past meeting. The group was also exposed to a compilation of data by the Office of Strategic Planning & Resource Allocation in order to compare data already captured and measured by UND with the metrics the group is currently developing. The immediate purpose is to work towards solidifying core values and metrics as they will become the building blocks of the Strategic Plan.

Process:
The working group first discussed the feedback they have received in various fora since the last strategic planning meeting on September 7th. Members of the group also challenged the process and discussed ways to better tackle the issues of draft versus final documentation. A Strategic Planning Overview visual was distributed to the group for review and comment. This visual will be used as a tool for further discussions on process, communications, and engagement.

After the initial discussion, the larger working group was divided into three smaller discussion groups. Each small group deconstructed the core values one by one and reviewed them in terms of how they may apply to the students, faculty, staff, and greater communities.

Each small group debated and edited the core values, then returned to the larger group to discuss their edits and reasoning in an open forum.

Small Group Feedback/Discussion:
The first small group felt that each core value needed to follow a simple statement of “We value...” to impress upon the fact that the following statements were core values. Other feedback included that, at the core, we (UND) are educators first so the core values should reflect that in terms of priority.

Another comment was made that the core values should not be so vague as to be able to apply to any entity or company, but rather be university specific. There was also some struggle with the difference between mission, purpose, vision, and core values to which a conversation ensued defining the differences.

A discussion point was made that the statements made in the core values don’t necessarily have to be different from other universities or institutions, but rather the actions or strategic initiatives on how we achieve or support those core values will be unique to UND.

After discussing all the results of the smaller groups, it was noted that there were common threads throughout each groups results, even after deconstructing and reconstructing the core values.
The group decided to capture the university first focus by developing a lead in core value statement such “As the premiere flagship university in the northern plains, we value....”

Next, the group worked towards finding a commonality and intersection between the multiple core values suggested. The commonalities (in no particular order) among all the groups included statements such as:

- Life-long learning
- Diverse and culturally inclusive
- Collaboration and connectiveness
- Innovation, creativity, and discovery
- Global

After a short break, the group reconvened and work towards combining the views into the following DRAFT core values for further consideration from a wider audience:

**UND, as the Premier Flagship University of the Northern Plains, we value:**

- An educational foundation that nurtures life-long learning and an understanding and appreciation of diversity
- An enthusiasm for discovery, creativity and innovation
- Collaboration and connectedness within a welcoming, inclusive and supportive environment
- Our service to the state, region, nation and global community
- Our role as the chief opportunity engine for the state of North Dakota and the Northern Plains

**Wrapping Up the Session**

**Understanding engagement and information:** The group participated in a live poll asking a series of questions to gauge their use of different communication media such as the university newsletter, Dakota Student, social media, etc. It was an effort to understand where and how they get information and are likely to disseminate information and engage others since they have a responsibility to provide information and bring forth feedback from peer and other groups.

**Complimenting Data and Metrics:** Frank Swiontek, a Data Strategy Specialist from the Office of Strategic Planning & Resource Allocation, presented a series of charts and graphs to the group. The presentation highlighted measurements and data capture that can assist the group in developing succinct metrics by which the university can be measured. Portions of the faculty and staff do not have access to the information and thus it was decided that a process would be initiated to find a way to share key data with this group. It was also noted that the analytic framework would be undergoing changes over the next year and would allow for much improved data capture and more effective analysis.

**Moving things Forward:** A question was posed to the group to consider smaller, specialized working groups including a Metrics group which would be responsible digging deeper into data. Also suggested
was an Engagement group which would promptly review, answer and disseminate, engage, and respond to feedback. The group will consider these groups and members and discuss at the next meeting.

**Communicating:** The Strategic Plan Overview visual will be updated to reflect today’s discussion. There is an immediate need for a FAQ document as well as other informational items identified in the communications survey. The group will use Blackboard to post all information in relation to these planning sessions, provide ongoing feedback, and use as a repository for supporting documents. Additionally, the university will be creating direct/more intuitive links to the website page in order to post public documents. Finally, a new email address has been established to facilitate communication to the strategic planning process: **und.strategicplanning@und.edu**