University of North Dakota Strategic Planning Session Recap
Dec. 12, 2016

Strategic Planning Committee
Wilkerson

Purpose of the meeting
The sixth planning meeting focused on upcoming Legislative engagement and preparing to create action steps to implement SMART Goals and monitor metrics.

Legislative Review
President Kennedy discussed the legislative reception in which he and other UND leaders met with an estimated 75 legislators, judicial and other representatives in Bismarck prior to the upcoming 2017 legislative session. President Kennedy discussed how the message to leaders in Bismarck has three main components:

- North Dakota’s economy can be diversified by expanding diversity at research institutions like UND. For example, the connectivity between the Air Force Base, Big Sky and UND is helping diversify the economy.
- North Dakota is talent starved. UND, as the premier flagship university, is helping guide students to fill those economy-driving positions. Talent comes from major universities. UND is not only providing talent for services like medical and educational needs, but for economy driving work like engineering and accounting.
- If the state of North Dakota is considering reducing funding for Higher Education, then the state must consider increasing on matching funds.

President Kennedy discussed the importance of making connections with legislators. This requires strategic communication, fostering relationships between UND representatives and legislators and creating connective tissue between UND and statewide issues. Communicating how the University helps deal with statewide issues is key.

UND will be presenting on Jan. 16, with the budget that has been submitted to OMB. Higher education begins in the Senate and then moves to the House. President Kennedy noted that UND will be putting a “full court press” on, but could be in a tough place due to the budget reductions and restrictions from last year.

Communicating about how the University is planning for the future, meeting statewide needs and contributing to the North Dakota economy will be key.

SMART GOALS BY PILLAR
Goals for each pillar have been developed by working groups. Most goals are getting to the point of finalization, some require additional information or development based on data gathered. A brief overview of those goals are as follows:
LEARNING
- Success through increasing the retention rate.
- Teaching high impact studies
- Collaborating by increasing enrollment in multi-disciplinary majors, multiple majors and supplemental minors
- Recruitment increasing every year, while also improving ACT and GPA scores
- The goal for Liberal Arts is still being developed.

DISCOVERY
- Increasing research expenditures, PhD and non-faculty post-doc students. The numbers behind this goal and Grand Challenges focus areas still need to be defined.

ENGAGEMENT
- Engaging with the community by increasing service hours is a goal but numbers need to be defined. Creating a system to tabulate these hours and monitor an increase is necessary for setting these numbers. Engaging with enlisted personnel, is another area that needs a system for tabulation.
- Increasing the number of alumni who contribute is also a goal, but the percentage has not been set.
- Increasing diversity and creating a welcoming environment that encouraging personal success is a goal, but no survey instrument has been identified. To achieve this goal, there must be a survey to measure this aspect and measure it every year to show progress.

PRESENTATION ABOUT STRATEGIC PLANNING SOFTWARE
Software has been distributed to ensure that the strategic plan is a living and working document that unites the University and all Colleges under a unified mission and set of goals. The strategic planning tool can be used to meld planning goals, budget processes, and assessments together.

This tool can help all areas show progress and align workflow areas behind strategic goals. The software can also help arrange goals and work to report around certain planning timelines (i.e. legislative oversight or accreditation). There was a question regarding the number of reports currently required and if the new software would increase that number.

Meetings are being planned to determine what level of visibility different data sets on the software will have. It is also expected that the software can assist in reports that are currently required.

TIMELINE FOR CREATION OF ACTION STEPS
The vision and purpose have been created. The core values, strategic initiatives and many goals have been drafted. The effort must switch to actions steps needed to achieve those goals.

Groups are encouraged to use the following guide to create their action steps.
- Identify the goal
- Create action steps
- Create list of tasks required as part of that action step
- Outline the timing of the tasks
- Identify a responsible person for those tasks
A rough outline of steps that need to be taken to have a final plan for implementation by graduation this spring is as follows:

- Jan. 11: By this meeting have finalized definition for each group, finalized goals, and key action steps defined. Groups should consider what action steps are needed to achieve their goals, for example, are additional hires or resources needed.
- Jan. 31: By this meeting, action steps with numbers should be ready. This should include the number of people, dollars and other metrics required to meet goals.
- Feb. 22: Revise, refine plans and numbers. Translate to SPOL.
- March 7 – Feather into master plan. Incorporate into SPOL.
- March 29 – Integrated Draft
- April 25 – Integrated Draft
- May 3 – Final Draft

Working groups met to outline their plans to create these action steps.

**COMMUNICATING THE PLANNING PROCESS TO THE WIDER UNIVERSITY**

A communication plan has been developed and will be circulated to the Planning Committee. While the SMART goals are getting close to being finalized, there is still the need to discuss these with the larger campus and discuss the action steps and tactics that will be implemented.

The Engagement Working Group took suggestions about bringing the planning process to the wider campus. This included having four meetings over the course of two weeks regarding the goals and planning process. The meetings would include two representatives from each group. Additional ideas included having the presentation available beforehand to prepare participants before the meeting and to also have the meeting recorded for more online engagement. The timing of the meeting would be late January with the goal of increasing engagement and making it clear how the campus can be involved in this process without overwhelming participants. Many participants supported the idea of having meetings and gathering additional feedback from the wider campus community.