**UND Strategic Planning**

**Focus Group- UND Department Chairs**

**April 26, 2022**

1. UND’s Mission is “*to provide transformative learning, discovery and community engagement opportunities for developing tomorrow’s leaders*.”
   * What do you think are the strengths and weaknesses of this statement?
     1. It doesn’t say anything about experiential learning. We talk a lot in our college about the importance of experiential learning and it would be helpful if this is reflected in the Mission.
     2. In management we study a lot about leadership, which really focuses on the experiences that leaders are engaged in – so I agree that experiential learning is important
     3. Like the ‘transformative’ but think there is something about the language that is setting a low bar. We are not saying ‘we are going to develop’ we are just ‘providing opportunities for developing’. Not a lot of accountability for the outcome. Need to say we are going to accomplish something- hold UND accountable. Be more active; more built-in accountability
        1. UND’s Mission is “*to inspire tomorrow’s leaders, and in general citizens, by providing transformative learning, discovery and community engagement experiences*
     4. We are forming leaders, but we are also forming citizens. Not everyone is going to be a leader, but everyone must be a citizen. We must build good citizens before creating a leader
     5. If you are building citizens, you are also helping the state. We need to try to show the university as a ‘service’ to the public. We need to have an obligation to the state, or be aware of what the state (and public sphere) needs
2. Who does UND serve, and do you believe we are currently meeting these needs?
   * Who do you believe it should be serving and what do you think needs to change for this to happen?
     1. The university has a tri focus: primary is our faculty, staff, student, secondarily is the community we are in, third would be the people we are partnering with across the state and region. Concentric circles that really expands out to the global community. Hopefully our research can affect the world.
     2. We are the people’s university. We are the university of North Dakota. It would be unwise to not state this directly that we serve the State of North Dakota.
     3. Don’t forget universities are to advance society and civilianization. This should be a common thread in all we do. What is the place of the flagship university in North Dakota- we are playing a role in the betterment of our citizens. We play an important role in society. Larger purpose; aspect to the service.
     4. It is like the Maxell Anderson quote: truth, beauty and life of the mind
     5. ‘Power of good’
3. The Core Values of UND are Community, Discovery, Diversity, Inclusivity, Liberal Arts and Lifelong Learning (see below)

* **Community:** A spirit of collaboration and connectedness across the University and beyond.
* **Discovery:** An enthusiasm for inquiry, creativity, and innovation.
* **Diversity:** An understanding and appreciation of diverse people, experiences, and ideas.
* **Inclusivity:** A welcoming, inclusive, and supportive environment for all.
* **Liberal Arts:** An educational foundation essential for living an intellectually curious, personally fulfilling, and socially responsible life.
* **Lifelong Learning:** A passion for learning, civic engagement, and community leadership.
* What do you feel are the strengths and weaknesses of these Values?
* To what degree do you feel these Values are part of UND’s culture?
  + Why are they listed in alphabetical order? Are they listed this was for this reason or is there an importance to the order?
  + Not mutually exclusive, lots of overlap in these values. We see some of the various traits that overlap and this could be a strength or a weakness.
  + Do we live them? No, we do not live all of them equally. Some of these are ‘fashionable’ words, but we live in present time. Trying our best to live in them.
  + Engagement or responsibility is missing. This is part of citizenship and what should shape the men and women of tomorrow.
  + Two items that are missing:
    - 1. Innovation: the only way we survive is to innovate.
    - 2. Sustainability: we must keep this central to what we do
  + ‘Liberal Arts’ we talk about it, but we don’t do much about it. Citizenship and responsibility are all based on the things we teach in the liberal arts. This is the foundation of what we need to do. This belongs on the list, but it is not part of the culture in the way that it needs to be. Always the first to be cut.
  + Community seems ‘empty’ right now. So does Liberal Arts.
    - If we say community is important, then the people that are trying to do their jobs are having to go through a million bureaucratic processes and are not trusted, then it is not really building community.
    - We will need to improve our processes and value our employees more. This will be built on things and make it better in the long run for everyone. We need to examine how our practices allow for these things.
  + Traditionally think about community as ‘place based’ but we have moved online, so we will need to think about this in different way
  + I think that we have an incredible community- in terms of alumni.
  + Generosity needs to be on the list (intellectual generosity – which is what is at the heart of a university). Our alumni are incredibly generous with UND, and that is also at the heart of citizenship.

1. What do you see as key differentiators of UND as compared to other institutions?
   * What are our strengths, potential areas of growth, or areas which UND should focus for the next decade?
     1. Values that students, parents and legislators are looking for is VALUE. Don’t want to contradict the noble thoughts, but people want to increase their standard of living. We offer ‘great value’ at UND. This is something to consider as a Core Value, but also a key differentiator.
     2. Sustainability is a weakness of this campus, no plan to progress or move on this.
     3. Sense that UND is ‘right sized’ for students. Not so large they get lost. Get individualized attention and experiential learning opportunities. Can connect with faculty and staff in meaningful ways.
     4. This is now- and is going to be even more, a beautiful campus. Updates to facilities are amazing!
     5. Student centered, and the level of support for our students
     6. Although not currently doing it, by developing more internal support for research of all types we can help differentiate ourselves from others.
     7. Hard working. We do a lot with a little and have an expansive view. UND students work hard- people in the workplace always comment on this.
2. How do you describe UND to your family, friends, and neighbors?
   1. Incredible- very proud. Strong work ethic. Think this place is unbelievable. The programs that we have are outstanding. We are ‘in the middle of nowhere’ and our students and the opportunities we bring to students is truly transformative.
   2. Underrated. We are so much more than people know
   3. Entrepreneurial, resourceful, and creative
   4. Top notch university cleverly hidden in North Dakota. Top notch experience for students to come here and we are cleverly located where we are.
   5. The campus is like the Norman Rockwell experience. Any student that physically comes here they will have an experience that lasts a lifetime. This feeds into our strong alumni base.
   6. People here really care.
3. What would be your vision for UND’s future?
   * Do you have any ‘big dreams’ for the institution?
     1. Love to see the campus fill up again. It is beautiful but our foot traffic is lower. Dream is to fill the campus with students, faculty, and staff. Buildings still feel very empty.
     2. Fear that even as we have created more flexible spaces for faculty and staff, we have created a way for them to work more away from campus. Post covid now and we need to return more to normal.
     3. Need more slack- everyone is very tired. Students are stretched, faculty and staff as well. We don’t have that slack to interact in your collaborative spaces.
     4. Need a faculty lounge.
     5. Accelerate our expansion in space, and beyond!