

Strategic Planning and Budget Council Initial Meeting

October 24, 2017, 4 pm, Jones Room

Council Members

Laurie Geller, VPAA, Chair, Brent Winiger, VPAF, Kevin Harmon, VPSA, Andy Carter, Director of Athletics, Jacek Mrozik, Associate VP Graduate/Online/Distance and Continuing Ed., Cari Olson, Director of Institutional Research, Teresa Loftesnes, Director of Marketing, Katie Tyler, Director of Enrollment Services

Staff Mike Linnell, Director of University Communications, Annette Mennem, Director of Native American Center

Faculty *College of Business:* Linda Cresap, Jay Wahlund

College of Education and Health Sciences: Ann Beste-Guldborg, Warren Gamas

College of Arts and Sciences: DeVera Bowles, Nicole Thom-Arens

Students Haokun Yang, Aaron Richard

Agenda

1. Welcome and introductions
2. Overview of the purpose of the committee
3. Strategic plan and goals for this year – What do we want to accomplish? Where and how should we focus our efforts?
 - a. See a summary of the strategic plan here (also attached).
 - b. See the strategic plan online with linked evidence (click on each goal to see objectives, action items, and evidence).
4. Other

MINUTES:

VPAA Geller welcomed committee members and opened the floor for discussion. Members were encouraged to investigate regional peers UND and Montana State strategic plan websites.

Individuals shared marketing, recruitment and retention ideas, including repackaging, rebranding, and multiple course delivery options to meet current student needs.

Talking points:

- How does one define success for our university from the perspective of the legislature? NDUS?
- We are neither a trade school nor a research school.
- We are human service oriented, with a record of strength in Teacher Ed, Social Work, and Nursing.
- Our classes are frequently intergenerational! It's a positive.
- South Dakota high school students seem prepared with good questions about faculty/student ratio program offerings and affordability.
- Affordability gets hits through search engines – we need to optimize this contact through additional positive info once they've come to us.
- We are like UND and NDSU but a small school that is affordable and there's community.
- We can purchase an international search engine for 10K, but social media may serve as well.
- Michael: Strengthen what we do well. Communicate.
- We need to become nimble to adapt and compete in online realm.

Respectfully Submitted,
DeVera Bowles