

Strategic Positioning At UMM

Presentation for Information

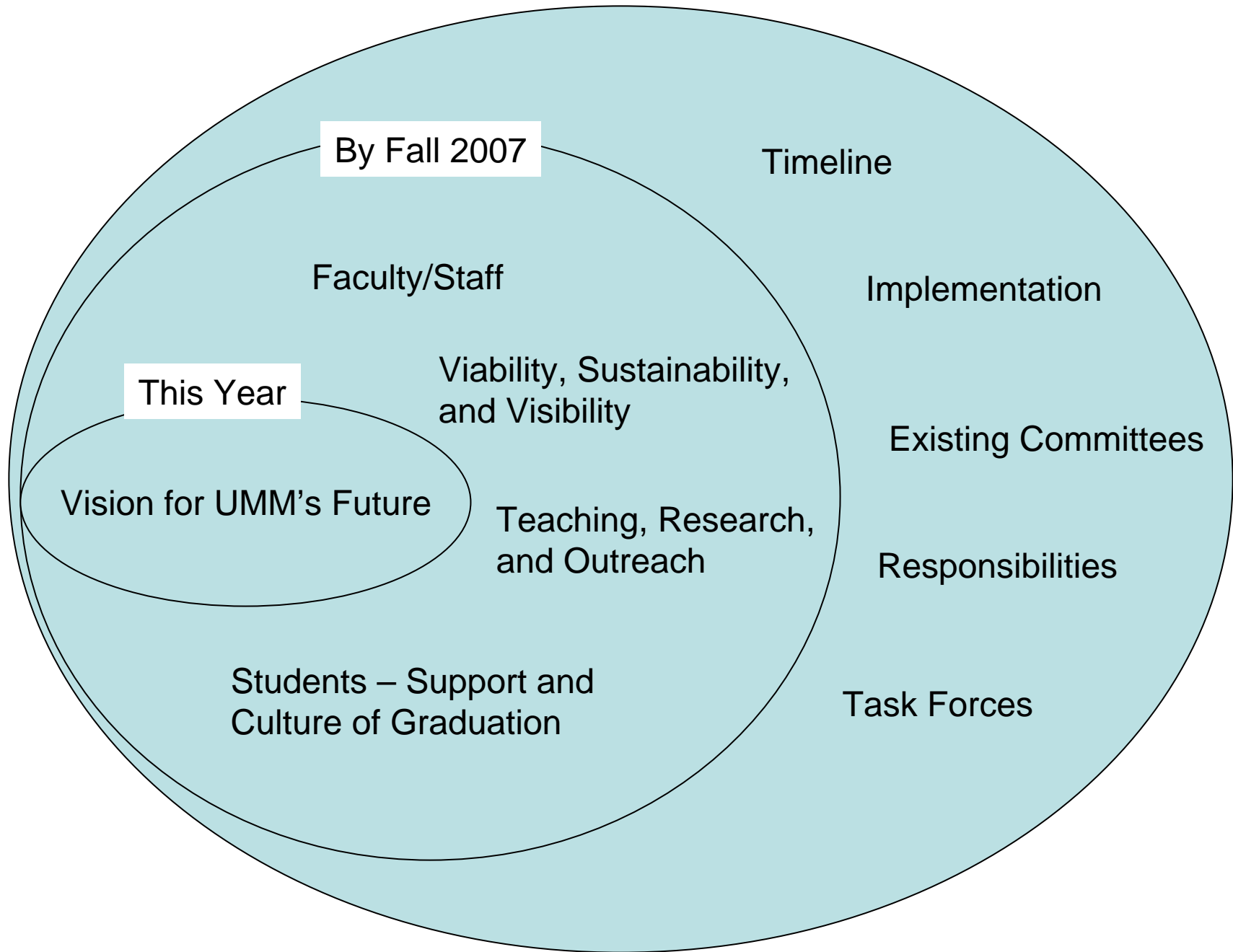
at

October 4, 2006

Campus Assembly

Background

- U of M Initial Strategic Planning – August 2004
- UMM Strategic Planning began Summer 2005
- Kickoff event, focus groups, consultant, open forums, online surveys, consultation with external audiences – Fall 2005
- Initial Report submitted March 31, 2006
- Feedback from Central Administration - August 2006
- Response to feedback - September 15, 2006
- Consultation with all assembly committees, MCSA, divisions.
- Upcoming open forum - October 9, 2006
- Revised Report due November 1, 2006
- Implementation Phase - ongoing



Vision for UMM's Future

- The University of Minnesota, Morris provides an undergraduate liberal arts education of uncompromising rigor for a diverse student body. As a public honors college, UMM is committed to outstanding teaching and learning, faculty scholarship and undergraduate research, genuine outreach and engagement. Our small, residential academic setting fosters authentic relationships, and the University serves as an educational and cultural resource for the region, nation, and world. A personalized educational experience prepares graduates to be global citizens who are interculturally competent, civically engaged, and effective stewards of their environments.

Strategic Goal

- To position the University of Minnesota, Morris as the best public liberal arts college in the nation, in the top tier of national liberal arts colleges, and as a public honors college.

Defined Deliverables

- Exceptional student experience
- Goal for 4 Year graduation rate is 60% (currently 44%), 5 Year graduation rate is 75% (currently 56%)
- A student body of 2100 students
- A balanced budget

To achieve these goals and deliverables the strategic positioning process suggests undertaking the following initiatives

Teaching and Outreach Initiatives

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurement
Integrate Green Initiatives – Interdisciplinary Activity	Dean, AVC Physical Plant, Divisions, Curriculum, Sustainability Coordinator	Begin Planning Spring 2007	Curriculum, CRPC, WCROC,	Increased recognition from external rating organizations, Integration into curriculum
Integration of liberal learning outcomes - Writing, speaking and critical thinking	Dean, Divisions, Curriculum	Begin Planning Spring 2007	Curriculum, Disciplines, Scholastic, FYS	Improved NSSE results and graduate exit survey results
Improve participation in and documentation of civic engagement, public service, and leadership	Dean, VCSA, Curriculum	Develop plan Fall 2007	Curriculum, Disciplines, Student Affairs, FYS	Increased participation, Improved NSSE results and graduate exit survey results
Integration of current global perspectives across curriculum	Chancellor, Dean, Curriculum	Part started (Bush Grant), Develop plan for Fall 2007	Curriculum, CRPC, Scholastic, IPC, DSAAG	Integration into curriculum, improved NSSE results and graduate exit survey results

Faculty and Staff Initiatives

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurements
Increase support, recognition and visibility of Faculty Scholarship	Chancellor, Dean, Division Chairs, Grants Development	Continual implementation	Faculty Center, Faculty Affairs & Consultative Committee	Number of external grants received, number of national presentations supported
Develop professional development and mentoring opportunities	Chancellor, Dean, Human Resources, Division Chairs, Directors	Ongoing	Division Chairs, Administrative Committee	Retention of faculty and staff, attendance at conferences, hosting relevant campus workshops and meetings
Provide comparable salaries for faculty and staff	Chancellor, Dean, Division Chairs, Directors, Human Resources	Beginning Fall 2006	CRPC, Faculty Affairs, Consultative, USA	Increase standing on salary listing in Minnesota
Develop and implement a campus-wide technology plan	Chancellor, Dean, AVC for Physical Plant, Computing Services, Media Services, Library	Beginning Spring 2007	Appropriate directors, MCSA, CRPC	Secure ongoing funds to improve and maintain our technology advantage

Student Initiatives

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurement
Develop cohesive year-long "First Year Experience"	VCSA, Dean, AVC Student Life, Student Activities, Residential Life	Begin Discussions Fall 2006 (Reestablishment of the FYE Subcommittee)	Scholastic, Curriculum, FYS, Residential Life, Student Services	Increased retention, improved experience, improved graduation rate
Integrated Multi-cultural Campus Life and Interculturally competent graduates	Chancellor, VCSA, Dean,	Fall 2007	Faculty Development, Multi-Ethnic Experience, Student Services, IPC, etc.	Increase recruitment and retention of traditionally underserved students, improve student satisfaction survey results for this group
Create academic enrichment office	Dean, Discussion Committee on Academic Enrichment	Task Force formed Fall 2006	CRPC, Scholastic, Consultative, Honors Program, CIP, etc.	Increased awareness (internally and externally) and success in research, study abroad, etc.
Strengthen "life planning" student support	VCSA, Dean, Advising, Career Center, Counseling	Discussions begin immediately	Student Services, Scholastic, Retention Work Group, External Relations and Alumni Office	Increased satisfaction in life planning area of the graduate exit survey, Increased % of students using alumni career networks

Viability and Sustainability Initiatives

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurement
Increase Morris Scholars Program (additional merit scholarship funds and for enrichment opportunities)	Chancellor, Enrollment, AVC External Relations, Fund Development	Beginning Fall 2006	CRPC, Retention Work Group, SAP	Increase percentage of high ability students enrolled and graduated, endowed funds to support these scholarships
Increase non-traditional revenue – private donors, facility use, grants, wind energy funds, etc.	AVC External Relations, Fund Development, CERP, VCSA, AVC Physical Plant	Ongoing	CRPC, CERP, Student Affairs, Administrative Committee, Student Services, Consultative	Increased percentage of total budget supported from these sources
Develop additional green energy initiatives and integrate into master plan	Chancellor, AVC Physical Plant	Ongoing	CRPC	Increased energy self-sufficiency, increased research opportunities
Secure full funding for Native American Tuition Waiver	Chancellor, Institutional Research	Fall 2007	CRPC, Enrollment Area, American Indian Advisory Committee, MSP	Ongoing secured funds to cover tuition to improve graduation rates of Native American students

Visibility Initiatives

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurements
Brand development - market research, e.g. honors college, honors experience	Chancellor, Dean, Division Chairs, Enrollment, AVC External Relations, Communications	Immediately begin research and plan	CRPC, Curriculum, External Relations, IMG, CCG	External recognition and understanding of brand
Recruit and retain national and International students	Enrollment Area, CIP, Dean, Student Affairs	Immediately	CRPC, Scholastic, Retention Work Group, IPC,	Increased numbers of students and graduates from these markets, track cohorts
Implement campus-wide integrated marketing plan	AVC External Relations, Enrollment Area, Athletics, Communications	Immediately following market research	CRPC, IMG, CCG, Athletics, Student Affairs	External recognition and understanding of UMM experience
Update Campus Master Plan to align with strategic initiatives	AVC Physical Plant, VCSA, Dean, AVC External Relations, Communications	Fall 2007	CRPC, Divisions, ASSC	Better understanding of use and renovation of physical facilities, increased pride in campus facilities

Capital Plan

Initiatives	Administrative & Implementation Responsibility	Timeline	Consultation Process	Metrics and Measurements
Gateway to Campus: Community Services Building	AVC Physical Plant, Chancellor	2008 Capital Request	CRPC	Inclusion in U of M Capital Request, lobby efforts, secure funds
Residential Facility and Conference Center: Blakely, Food Service	AVC Physical Plant, VCSA, Residential Life, Chancellor, Finance Officer	2008 Capital Request	CRPC, Blakely Hall Planning Committee	Inclusion in U of M Capital Request, lobby efforts, secure funds
HEAPR Funds to make all buildings accessible	AVC Physical Plant, Chancellor	2008 Capital Request and beyond	CRPC	Secure funds, accessible and modern space across campus
Briggs Library Renovation	AVC Physical Plant, Library Director, Chancellor	2010 Capital Request	CRPC, Library planning committee	Inclusion in U of M Capital Request, lobby efforts, fundraising goals achieved, secure funds
HFA Phase III	AVC Physical Plant, Humanities Division, Chancellor	2012 Capital Request	CRPC, HFA Phase III planning committee	Inclusion in U of M Capital Request, lobby efforts, fundraising goals achieved, secure funds

Feedback

Attend the campus forum hosted
by the
Executive Committee,
October 9, 2006 at 4:30pm
in the
Science Auditorium