November 21, 2014

University Planning Committee

Schofield 202 • 11 am to 12:30 pm

MINUTES

Attending: Rose Battalio, Robin Beeman, Mitch Freymiller, Kristen Hendrickson, Andy Jepsen, Andy Nelson, Carter Smith, Rhetta Standifer, Kim Wellnitz, Jake Wrasse

The group articulated the key goals for a new strategic plan, as outlined by the Chancellor and discussed by the UPC. They are:

- An audacious, long-term vision
  - Answers the question “who do we want to be?”
- Aspirational goals – “Wildly Important Goals”
  - Limited in number
  - Aspirational but data-supported
- Strategies that provide incremental milestones
  - A five-year horizon with 3-year renewal or check-in; a cyclical process
  - Measure progress with clear metrics, and targets

After reviewing a range of resources, including UW-Eau Claire’s 2007 planning process, the group identified the core components that should be included in our 2015-16 planning effort. Two descriptors: **Align & Cascade**

- Mission: retain existing mission
- Values: these need to be discussed, campus-wide
- An audacious vision
- Connected to the budget from the beginning
- Deep campus engagement in the process, especially by students
- Broad external engagement in the process
- Comprehensive situational analysis; institutional SWOT (not just themes)
- Clear strategic priorities
- A process for college and department planning so departments can discuss how they fit with the institutional plan and vision
- A defined implementation process and timeline
  - Clear role and expectations for students
  - Clear timeline, metrics and targets
  - Connections with existing tools such as SAM/PAM

At the December meeting the UPC will refine the components into guiding principles for the process and desired outcomes and will outline a planning process for presentation to the Chancellor in the new year.