September 30, 2015

**University Planning Committee Meeting**
*Davies Center, Alumni Room 350 · 8:00 – 9:30 am*


Minutes Secretary: Corry Mahnke

**AGENDA**

- Introductions – Welcome Audrey and Debra. Thank you Carter and Robin. Special guests Bob Hooper, Susan Harrison, Chancellor Schmidt
- Review UPC purpose
- Strategic Plan 2020
  - Where are we now? Concurrent efforts overview
  - Planning 2007: What worked then – discussion with UPC alumni
- Our charge for 2015-16: Chancellor Schmidt
  - Discussion: Now what and so what?
  - UW System Strategic Planning

**MINUTES**

Welcome new members and introductions

Farewell to Carter Smith and Robin Beeman

Review UW System Strategic Plan
- President Cross is holding listening sessions across the state
- UW-Eau Claire’s listening session will be held on October 14

“Our Purpose” review

“Strategic Planning Model” Review

Discussion on Strategic Plan for 2020
- What is at the forefront?
  - 4 guideposts
- Task Force Initiatives (Academic Master Plan, EDI, One-Stop Student Center, Advising Center, Administrative Service Center, Facilities Restructure, Creative Services Restructure)
- Facilities Master Plan Update
  - What have we already done?
    - Enrollment Management Plan
    - Make difficult decisions
  - What’s next?
    - Internal scan—where are we now?
    - Take a systematic approach
    - Be strategic, not opportunistic
    - Speed/Work differently
    - Learn to say no and make strategic choices

Review Strategic Plan from 2007-2008
- Utilized smaller focus groups
- Need accountability
- Involve a more variety of individuals
- Communication
- Connect the plan to units and daily work

Comments from Chancellor
- Strategic plan should suggest the things you are going to do and things you aren’t going to do.
- Focus on goals and objectives in the 4-5 year term. Make them measurable and achievable.
- Determine what the leading indicators are.
- Executive staff’s focus is on the success of the Implementation Teams.
- We must be more competitive in terms of compensation.
- We need to be critical thinkers. Not all academic programs are equal.
- We must amplify our strengths and create institutional vitality.
- We need to differentiate ourselves from other institutions
- Take control of our future, manage our resources, and determine who we want to come in the door (enrollment)
- What we want for our students, they want for themselves
- Chancellor wants to be able to guarantee, next fall, that our students will have the opportunity to graduate in four years.
- Chancellor needs help from institutional leadership, as he cannot achieve this on his own.