

## MEETING NOTES

### STRATEGIC PLANNING STEERING COMMITTEE

11.5.13

#### SPSC MEMBERS PRESENT:

Steve Bradley, Dottie Caplan, Kathleen Carroll, Aryya Gangopadhyay, Kim Leisey, Carole McCann, Dan Miller, Bennett Moe, Yvette Mozie-Ross, Ken Pittman, Philip Rous, Lynne Schaefer, Laila Shishineh, Greg Simmons, Karl Steiner, Jack Suess, and Claire Welty.

#### SENIOR ADVISORS PRESENT:

Lisa Akchin, Michael Dillon, Peter Henderson, John Martello, Pat McDermott, Tony Moreira, Julie Ross, Valerie Thomas, Charlene Uhl, and Nico Washington.

#### DEANS & VPS PRESENT:

Scott Casper and Warren DeVries.

#### TECHNICAL ASSISTANCE TEAM PRESENT:

Roland King, Connie Pierson, Leslie Tinker, Jill Wardell, and Terri Werner.

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## AGENDA

Presentation about University of Maryland, Baltimore Strategic Plan: ***Seven Schools One University***

*Stephen T. Bartlett, M.D., Strategic Planning Co-chair, Chair, Department of Surgery*  
*Peter Gilbert, MSF, Strategic Planning Co-chair, COO & Senior Vice President*

Early UMBC Campus Feedback: Vision Elements & Focus Areas Under Consideration

- Discussions held to date:

- COEIT Chairs
- President's Council
- Alumni Association Executive Committee
- Humanities Chairs
- Graduate Student Association

## DISCUSSION HIGHLIGHTS

### UMB Strategic Planning Process – Dr. Stephen Bartlett and Peter Gilbert

*Copy of full presentation is attached*

- What you are doing counts. I did not know how important strategic planning is until I did it. I learned how a university works and that a good plan can change things.
- The planning process was more important than the plan.
- To effect culture change, you need to affect about 150 people.
- We invited people to volunteer to be on work groups. It sent a dramatic message about inclusion. We got 400 applications in two days. Work group leaders picked their members from these applicants. Those not selected were invited to participate later in feedback sessions by theme.
- An environmental scan is important. You need a detailed internal understanding of where you are, but the answers to your vision are outside of your campus.
- People struggled in the process and needed to see something tangible. A straw dog draft helped with that.
- External input shaped our plan quite a bit.
- We found it helpful to have a Regent on our committee.
- Communication of the plan is as important as the plan itself. Have to find engaging ways to communicate that are clear for people outside as well as inside the institution.
- Our communication plan requires an implementation dashboard and requires that updates on planning priorities are included in annual addresses by the President and Deans.

### Early UMBC Campus Feedback: Vision Elements & Focus Areas Under Consideration

Members of the Steering Committee who facilitated campus engagement discussions about vision language and focus areas under consideration provided brief reports on discussions that had occurred as of November 4.

Highlights of these reports included:

- Understanding of the term “inclusive excellence” varies from group to group, indicating a need to choose language that will be clearly understood outside of the planning group or campus community.
- Focus areas topics should be rewritten as goals stating what the university would look like.
- The vision statement needs to go beyond institutional language to say what we do to make a difference in people's lives.
- Three focus area topics seem to draw the most interest: Model Inclusive Excellence in the Student Experience, Lead Innovation in Curriculum and Pedagogy, and Advance Research, Scholarship & Creative Activity to the Next Level.

A number of Steering Committee members suggested the need for a fourth focus area addressing the broader community.

Inclusiveness, innovation, infrastructure and resources were suggested as cross-cutting elements that might run through all Strategy Groups.

Several members also made the point that the character of public education should be reflected in vision language, including access and diversity.

It was also noted that the future student experience provided by a brick and mortar university will distinguish such campuses from online course providers.

#### **NEXT STEPS**

- Campus outreach conversations continue through early December.
- A process or rubric for selecting focus areas will be discussed at the next Steering Committee meeting.

#### **NEXT MEETING**

Wednesday, November 20  
9:30 a.m.-Noon  
Apartment Community Center Multipurpose Room

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#### **DOCUMENTS**

*See attached:*

UMB Planning Process Presentation PowerPoint  
Vision Elements and Focus Areas Under Consideration Fall 2013  
Campus Outreach Conversation Summary 11.1.13