

## MEETING NOTES

### STRATEGIC PLANNING STEERING COMMITTEE

05.19.14

#### SPSC MEMBERS PRESENT:

Max Barnhart, Stephen Bradley, Dottie Caplan, Bob Carpenter, Kathleen Carroll, Devin Hagerty, Jeff Leips, Tyson King-Meadows, Kim Leisey, Vanderlei Martins, Carole McCann, Dan Miller, Bennett Moe, Yvette Mozie-Ross, Philip Rous, Mavis Sanders, Lynne Schaefer, John Schumacher, Laila Shishineh, Greg Simmons, Karl Steiner, Jack Suess, Bruce Walz

#### SENIOR ADVISORS PRESENT:

Lisa Akchin and Michael Dillon.

#### TECHNICAL ASSISTANCE TEAM PRESENT:

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

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## AGENDA

Share feedback from spring campus discussions: values and vision

Review revised vision statements and values language

Decision: Statement(s) to bring forward to retreat

Decision: Values statement or not?

Review and discuss strategy group work plans

Consider links between strategy group work and Middle States standards

University Retreat preview

## DISCUSSION HIGHLIGHTS

### Reports from campus values and visions discussions

Steering Committee members reported highlights of discussions held with shared governance and other groups on campus. Recurring themes appeared in the campus discussions related to the draft vision statements, including:

#### Community

- *Community* is a great identifier; it speaks to the ways we are the same, yet also very different.
- Use of the word *community* is a powerful statement and should be included.

- Describe people associated with the college as *community* instead of the idea of *an institution*.
- Like the use of *our* because it feels more inclusive.
- How does the vision relate to all the different communities within UMBC?
- Should highlight we are nimble and less bureaucratic.
- Recommendations were made to add value statements as well as vision.

#### Vision language

- Words of interest found missing from statements: *education, excellence, integrity, discovery, and innovation*.
- Should have a vision statement that looks forward, yet be balanced in the present tense to capture a sense of what has already been accomplished.
- Recommendation to be careful about using words that would have to be explained. If you have to explain it, it loses its value and purpose.
- Using the word *invention* is seen as too traditional, and we are not a traditional university.
- *Redefining*: what does that mean?
- Scholarship isn't always about solving problems and creating solutions.
- How do we highlight our accomplishments without coming across as too bold or boastful? Consider a "humble brag."

#### Students

- *Students* is surprisingly missing from these statements. What are the roles students play at UMBC and how can we capture that in our vision language?
- How do you capture how unique our students are and how they shaped UMBC?
- Didn't like the focus on preparing students – “graduate students have arrived.”
- Missing the message of being a global/international institution, which is unique to UMBC – how do we emphasize that?

#### **Presentation of revised vision statement drafts and committee rating activity**

Feedback from the campus discussions throughout 2014 informed creation of revised vision statements presented to the Steering Committee. Members shared thoughts on the three revised statements and how they compared with original drafts presented during the spring campus meetings.

The general consensus was to develop two iterations of the favored vision statement to be presented in an interactive way during the University Retreat in late August 2014. The committee will provide edits, suggestions or comments on the vision statement variations electronically. These will inform the final draft versions to be shared with the campus community at the retreat.

It was also determined that the values identified through the planning process which informed campus discussions will be acknowledged in the strategic plan but not published as a freestanding list.

#### **Strategy group work plans: overview and discussion**

Strategy group co-chairs for *The Student Experience, Innovative Curriculum and Pedagogy, Research, Scholarship, Creative Achievement, and Community and Extended Connection* presented draft work plans, highlighting how the research questions developed through steering committee collaboration will

drive further conversation and strategy group work. Plans developed during the strategy group meetings and work plan development included:

- Community and Extended Connection – Development of a stakeholder map to visually present our community connections.
- Collective Impact in Research, Scholarship and Creative Achievement – Seek input from each research question and find areas where we can target our goals and connections.
- Innovative Curriculum and Pedagogy – Prioritization of research questions to see what to focus on during the summer and into fall.
- The Student Experience – Creation of workgroups for the focus area and issued specific questions from research.
- The Foundations Workgroup – Identify key areas to support the strategy group focus areas and how experts in the UMBC community can help with data sharing and information collection.

### **Strategy group alignment with Middle States standards**

Robert Carpenter, Co-chair, Middle States Steering Committee, presented an outline for the approach the University will take with its Middle States Self-Study. He shared with the group how the strategic planning process can help inform the self-study and specific tasks. The group then reviewed a matrix of strategy group research questions related to Middle States standards to help identify which standard(s) fit best with the strategic planning process. Documentation outlining the points made in the presentation will be made publicly available on the strategic planning website in the near future.

### **University Retreat preparation**

A draft plan for the upcoming fall University Retreat was presented to the group. The focus of the retreat will be to engage the UMBC community in a meaningful dialogue about the strategy group focus areas and elicit feedback on vision statement drafts to be presented to participants. The retreat will also present a preview of the University's 50<sup>th</sup> anniversary.

### **NEXT STEPS**

- Finalize agenda for the 2014 University Retreat.
- Midpoint update from strategy group co-chairs.

### **NEXT MEETING**

University Retreat, Tuesday, August 19 and Wednesday, August 20  
University Center