

# **Strategic Parning Artifact**



Photo (which photo were you thinking?)

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QUESTIONS ASKED AT THE STRATEGIC PLANNING RETREAT

FRAMEWORK, METHODS AND PROCEDURES M

#### Round-Table Discussions

A third type of data collection that propelled data gathering was round-table discussions. These discussions, led by strategic planning steering committee members, were designed to collect input from key groups on campus. Three different round-table sessions occurred. The first round-table discussion was comprised of full-time, tenure-track faculty. The second round-table discussion represented full-time, tenured faculty. The last round-table group was comprised of student support services directors, academic advisors and student life directors. Participants were asked to discuss posed questions moderated by a strategic planning steering committee member. Topics covered wireput from key groups on

#### Visit to Topeka, Kansas

The fifth process of data collection was a trip outside of the Wichita community. Eight members of the strategic planning committee traveled to Topeka, the state capital of Kansas, to visit with the Kansas Board of Regents. The main goal of the trip was to seek input from the Kansas Board of Regents on how Wichita State University fits into the future of Kansas, but more specifically, the future of higher education in Kansas.

During the visit, the eight strategic planning steering committee members met with Kansas state senators and representatives. The strategic planning steering committee members also met briefly with Kansas Governor Sam Brownback.

The strategic planning steering committee presented the Kansas Board of Regents with an update of the strategic planning process. The meeting was composed of open-ended questions and focused on collecting broad statements about visions and concerns for the future of higher education. The strategic planning steering committee's goal was to pinpoint areas of concern in Kansas higher education, and then identify how Wichita State University

## DATAAVALYSIS

As data were collected and extracted, each content point was transferred to an individual sticky note. A content point puts some parameters around a topic so that it can be listed individually and

WHAT THE DATA REVEALED

#### **ATHLETICS**

Athletics are viewed as a rallying point for the community and instill a strong sense of university pride. Shocker athletics receive very positive feedback, and most agree that the athletic facilities are excellent. Almost all agree that a quality athletic program is very important. Many respondents avidly want to see football return to Wichita State University. However, bringing back football places financial risk on the entire Shocker athletic program.

Examples of

## COOPERATIVE EDUCATION and INTERNSHIPS

Participants agreed that cooperative education and internships are a vital part of a student's learning experience. People tend to believe the cooperative education program at Wichita State University is doing well at matching jobs with students. However, many believe that more resources should be allocated to ensuring that every student completes a work-based learning program, internship or applied research opportunity during their college career.

Examples of the importance of Cooperative Education and Internships

Wichita State University is crazy if they don't commit to student jobs. Wichita State University needs to evaluate how we do our internships and cooperative education programs so we are more responsive to the needs of the industry. Wichita State University needs more of a collective [job placement] effort across the campus.

#### **ENROLLMENT/GROWTH**

Increases in enrollment were generally viewed as a positive growth step for Wichita State University. In order to achieve this enrollment growth, participants believe there is a need to study demographics and trends to identify target markets that Wichita State University could better serve. Another topic of debate in this category was whether Wichita State University should become more accessible to all people seeking higher education, or if the university should maintain a high standard of admission to promote prestige. Some concern regarding losing

#### COMMUNITY

Community was an important topic during strategic planning data collection.
Respondents said that Wichita State
University's support to the community was just as important as community support to the university. Although one of Wichita State
University's strengths is outstanding support from the Wichita community, participants believe that the university could do more to support the community.

Examples of the importance of Community

"A big goal that makes sense to the community makes more sense than just having meaning internally." Support research where Wichita State University can make a difference in the community. Wichita State University can further capitalize on partnerships with the

"Targeted investment ingredient:

community.

## LOOKINGFORVARD

### APPENDIXA continued

Bill Hendry Professor and Chair, Biology, College of Liberal Arts and Sciences Wichita State University

Herman Hicks Pastor, Greater Pentecostal Church of God in Christ President, Greater Wichita Ministerial League

Rick LeCompte
Associate Professor and Chair, Finance, Real Estate, and Decision Sciences

### APPENDIXA continued

## **APPENDIXB**

The following table lists the sources of data collection and the code used to reference it.

Strategic Planning Retreat	R9
Strengths	R9S
Weaknesses	R9W
Threats	R9T
Obstacles	R9Ob
Opportunities	R90
Town Hall Meeting October	TH1
Town Hall Meeting November	TH2
Town Hall Meeting February	TH3
Letter from Sustainability Interest Group	L
Letter from WSU Campus Members	L2
Letter from Community Members	L4
Topeka Notes	
Governor	TG
Kansas Board of Regents	В
Legislatures	TL
Executive Board	TEB

#### **APPENDIXC**

#### Acknowledgements

The Wichita State University Strategic Planning Steering Committee extends sincere appreciation to the following individuals and departments for their dedicated service and support throughout the strategic planning initiative project. It was through the efforts of many, both on and off campus, that a bold new vision and creative, sustainable goals for the future were developed. Thank you.

Pat Campbell, Executive Assistant, Office of the President

Support Staff, Office of the President

Barth Hague, Associate Vice President, University Relations/Chief Marketing Officer

Joe Kleinsasser, Director of News and Media Relation

Bryan Masters, Director of Web Services, Public Relations

Tim Hart, Web Content Manager, Public Relations

Tonya Witherspoon, Director, Media Resources Center

Greg Matthias, Manager of Video Services and Cable Television, Media Resources Center

Curt Riesen, Producer/Editor/Videographer, Media Resources Center

Jim Pearce, Manager of Campus Media Services, Media Resources Center

Media Services Staff, Media Resources Center

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John Tomblin, Interim Vice President for Research and Technology Transfer, WSU 101 Presenter

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