



An artifact of the process, method and findings of the 2012-2013 strategic planning steering committee

Photo (which photo were you thinking?)

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A - Strategic Planning Steering Committee Roster.....

B - Data Coding Table.....

C - Acknowledgements.....

QUESTIONS ASKED AT THE STRATEGIC PLANNING RETREAT

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

WHAT THE DATA REVEALED



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 community.

"Targeted investment ingredient:



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

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	R9O
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	B
Legislatures	TL
Executive Board	TEB

Acknowledgements

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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
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