

## Strategic Analysis Steering Committee Meeting Notes

**Date:** March 15, 2017. Meeting commenced at 10:00 am.

**Members Present:** Francisca Beer, Tomasz Owerkowicz, Alexandru Roman, Jonathan Anderson, Laurie Smith, Ahlam Muhtaseb (Skype), Teresa Dodd-Butera (Skype), Shelby Reeder

Materials Distributed:

- Agenda
- Faculty survey (draft 15)
- Goals

**Chair:** Francisca Beer

**Presentation:**

10:00 am – 10: 35 am. Gray Associates made a presentation about the type of services they can provide to support developing the strategic plan. Their focus is on providing data to make informed decisions on markets are growing and which are shrinking. Grays evaluates graduate programs and produces a scorecard based on four attributes: Student demand, employment, degree fit, and competitive intensity. The data can also be used to compare programs across different schools and identify competitors. The presentation was made by Bob Atkins.

**Topics Discussed:**

### Hiring a Consultant

The committee discussed the prospect of hiring Grays. Dr. Schoepfer suggested that their role was more about implementing the strategic analysis goals, not formulating them, and that their services may be more appropriate at a later date. Dr. Anderson said the decision to start or cut programs is a higher level decision, not the purpose of the committee. However, it was suggested that the data could be useful to refocus programs by identifying changes in the market and employment needs. The cost of using Grays is about \$5000. The committee reached a consensus that Grays could be useful to individual programs in the future, however, they will not be using Grays to provide data for the strategic analysis at this time.

It was agreed that an outside consultant is still needed to review the strategic analysis and goals. Dr. Beer will contact some members of the Graduate Council and deans from other CSUs for assistance.

### Faculty Survey

The committee reviewed the changes suggested for the final draft. Dr. Beer explained that Institutional Research has offered to administer the survey; they can identify the respondents based on their email address or ID number, so the demographics section would not be needed. However, the survey would no longer be anonymous. The committee decided instead to keep the demographic section and administer the survey through Graduate Studies to protect the identity of respondents.

## Goals

Dr. Beer presented the proposed goals. Dr. Laurie Smith noted that the goals did not necessarily apply to all programs. Large programs have different needs than smaller ones, and have already developed orientations, advising, etc.

The committee then discussed new student orientation. Large programs have their own, extensive student orientations while smaller programs conduct a short orientation, then send students to the university-wide orientation given by Graduate Studies. Dr. Beer emphasized that all students should attend the university orientation.

Dr. Anderson said that he would be happy to include any information Dr. Beer felt was appropriate, but his students could not attend the university orientation because they work full time. The MPA program orientation is held on a Saturday to accommodate them.

Dr. Beer said it is important that they connect to the university, see the resources that are available, and meet other students and faculty outside their program. Dr. Anderson said if she could hold the orientation on a Saturday, he would incorporate it into his orientation. A different type of event, such as a welcome event or grad fair, was also suggested.

Returning to the discussion on goals, Dr. Smith stressed that the goals do not apply to every program. For example, her program does not need to increase. Other committee members stated that the goals were not meant to be program specific, but are broad goals for graduate education overall. The committee agreed to add an introductory statement explaining that the goals are general, not program-specific; trends may be different in individual programs. The committee then approved the following goals:

Goal 1: Develop a "Recruitment to Graduation" Strategy

Goal 2: Enrich Educational Experiences of Graduate Students to Ensure their Success

Goal 3: Position Graduate Education more Centrally and Visibly within the University

Goal 4: Strengthen the Resources of Graduate Studies/the Graduate School

### **Action Items:**

- Dr. Beer will look for a consultant. She will contact Graduate Council members and deans from other CSUs.
- Graduate Studies will make the final corrections to the faculty survey and administer.
- The graduate student survey results were not reviewed due to lack of time. They will be reviewed at the next meeting.

Meeting concluded at 11:45 am.