


Our University. Our Attributes.



*NKU strengths, distinctive attributes,
and challenges.*

February 27, 2013

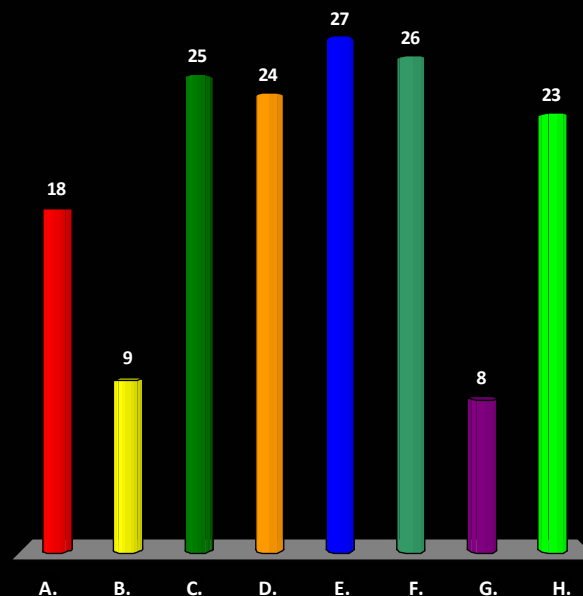
Our time. Our plan. Our future.

Please note the following when viewing  results from this Open Forum

- 51 Active Participants
- Correct answer is noted with green checkmark
- Bar chart shows responses from Active Participants

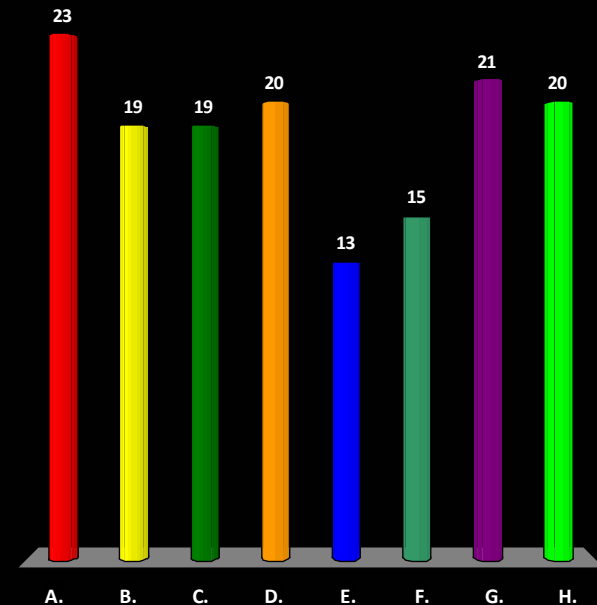
Which of the following would you consider to be a current strength of NKU? *(Choose all that apply.)*

- A. Serving post-traditional students
- B. Serving residential students
- C. Public engagement activities
- D. Serving the needs of the region
- E. Up close and personal feeling
- F. Safe campus
- G. Online education
- H. Quality of education



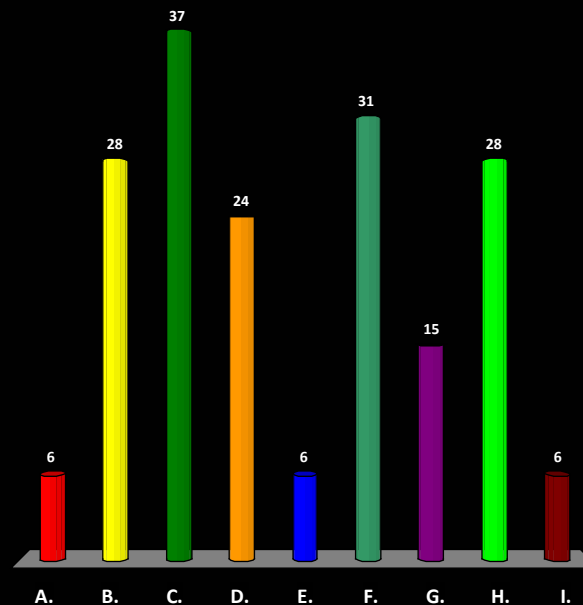
For which of the following should NKU seek to improve? *(Choose all that apply.)*

- A. Serving post-traditional students
- B. Serving residential students
- C. Public engagement activities
- D. Serving the needs of the region
- E. Up close and personal feeling
- F. Safe campus
- G. Online education
- H. Quality of education



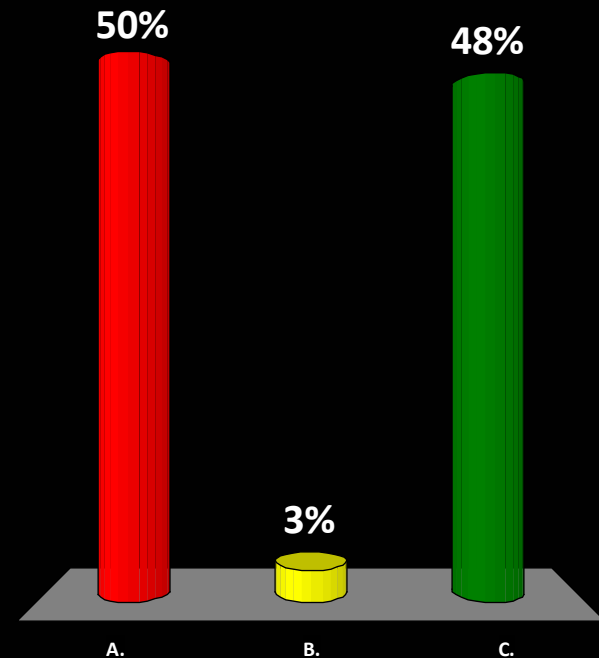
What do you perceive that NKU is most known for? *(Choose all that apply.)*

- A. Serving post-traditional students
- B. Caring, supportive faculty and staff
- C. Small class sizes
- D. Public engagement activities
- E. Graduate education
- F. Growing campus
- G. Quality of education
- H. Serving the needs of the region
- I. Other



Over the past 12 years, has the average class size at NKU:

- A. Increased
- B. Decreased
- ✓ C. Stayed about the same

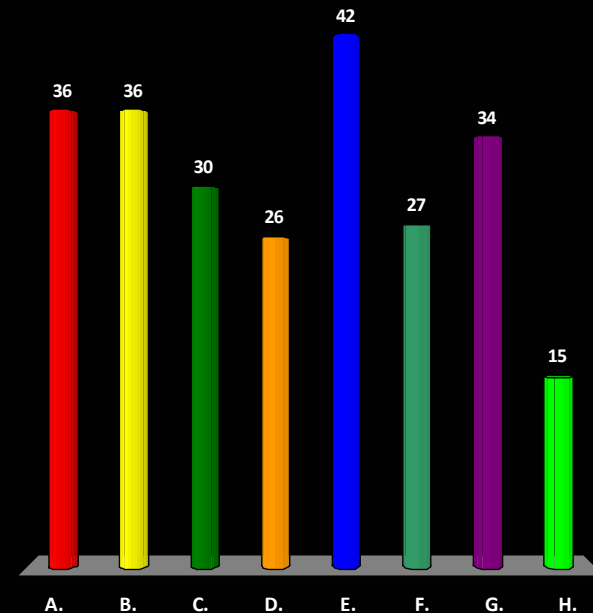


Fall 2000=24.6; Fall 2011=24.2.

What does it mean when we say “up close and personal”?

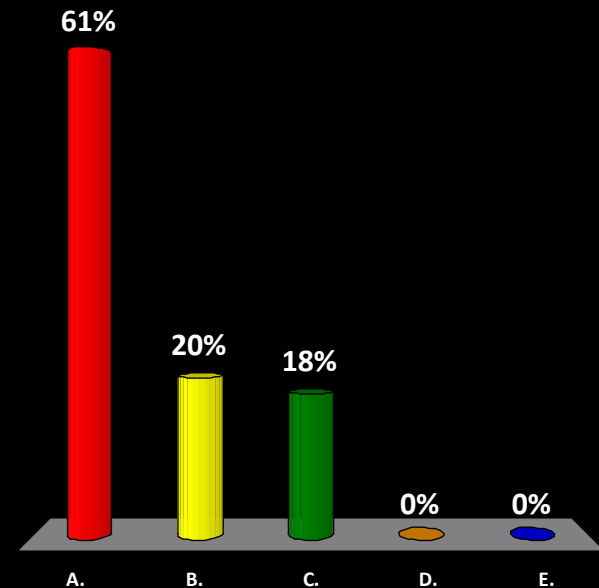
What do you perceive as challenges for NKU? *(Choose all that apply.)*

- A. Recruitment and retention of quality students
- B. Recruitment and retention of quality faculty and staff
- C. Regional competition
- D. Online competition
- E. Funding from the state
- F. Other funding sources
- G. Affordability for students
- H. Other challenges



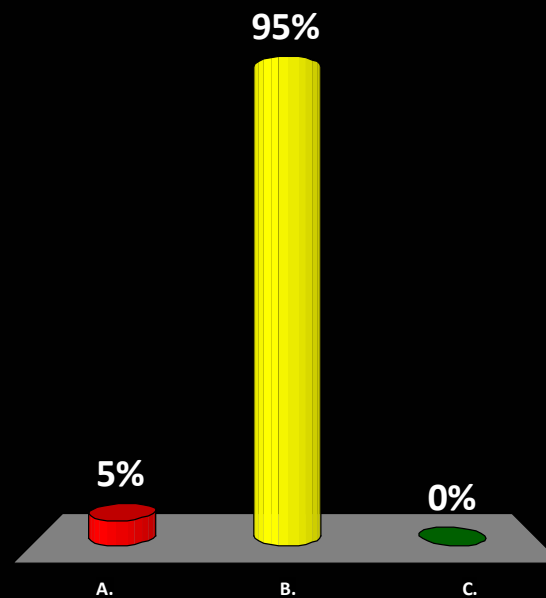
What proportion of NKU's revenues is received from state general funds?

- ✓ A. 25%
- B. 30%
- C. 35%
- D. 40%
- E. 45%



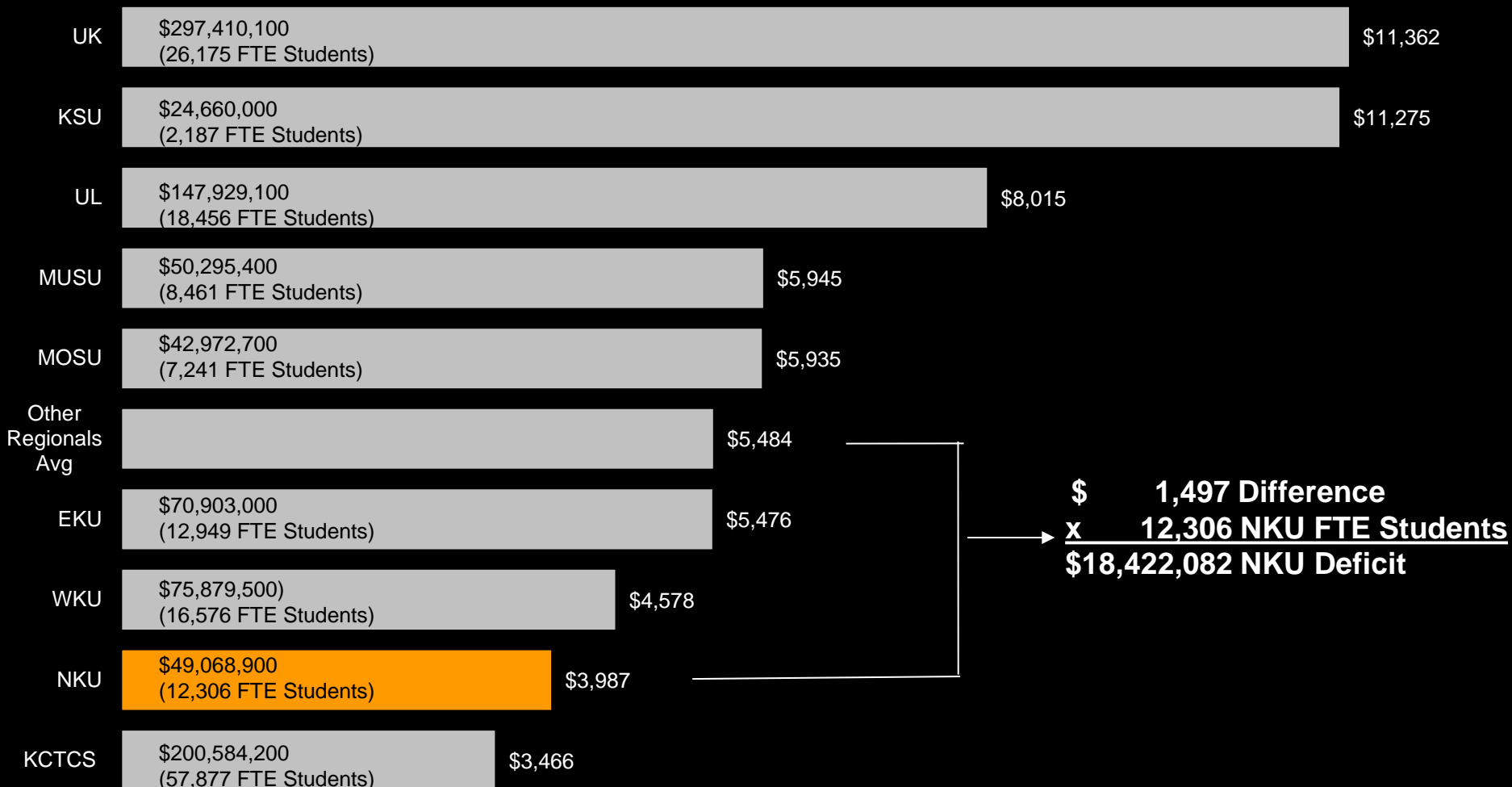
How does NKU's state funding compare to other Kentucky higher education institutions?

- A. Higher per student than other institutions
- ✓ B. Lower per student than other institutions
- C. About the same



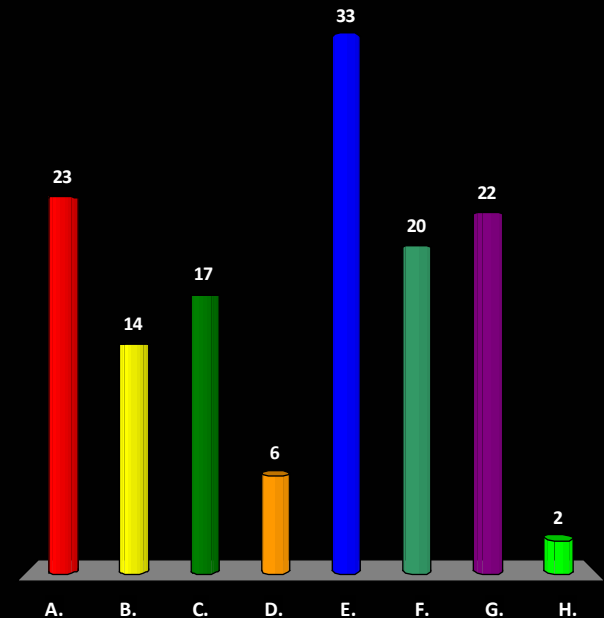
NKU receives the lowest state funding per student of all KY universities.

Net State Appropriation FY 2011-12 per Fall 2011 FTE



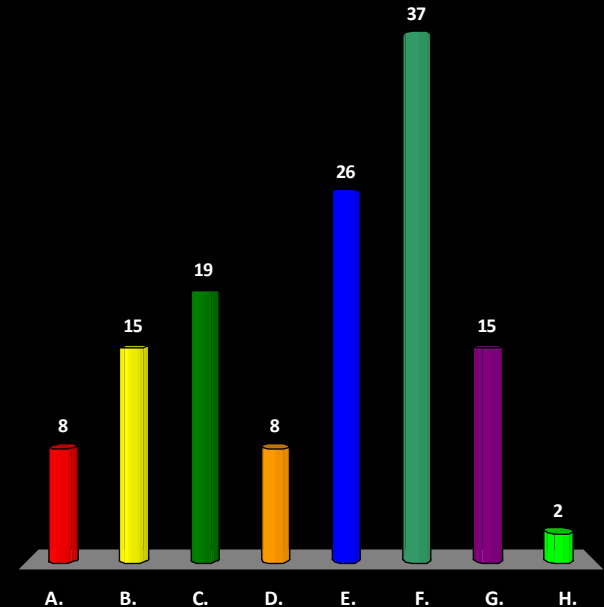
What characteristics would you use to define a “signature program” or “program of distinction?” *(Choose up to three)*

- A. Peer reputation
- B. Award-winning
- C. Well-known
- D. National student market
- E. High outcomes (retention, graduation, placement, certification)
- F. Quality scholarship or creative work
- G. Distinctiveness/difference from others
- H. Other



Do you think NKU should strive to be known as a leader for any of the following? (Choose your top three)

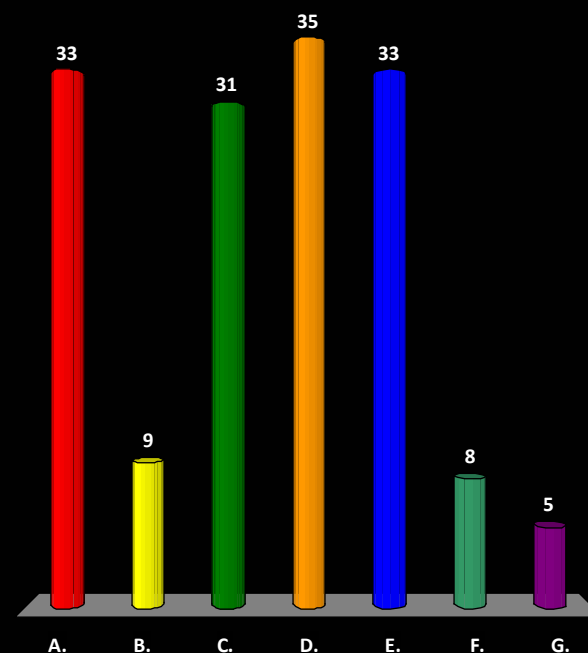
- A. Online learning
- B. Flexible scheduling
- C. Responsive to regional and state priorities
- D. International studies
- E. Serving post-traditional students
- F. Innovative teaching and active learning strategies
- G. Graduate programs
- H. Other



How does NKU's Division I athletics make a difference for the university?

(Choose all that apply)

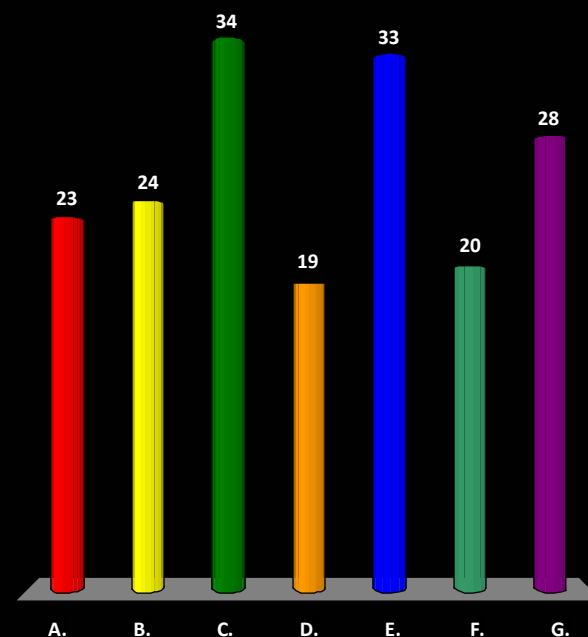
- A. Helps when recruiting students
- B. Helps when recruiting faculty/staff
- C. Enhances the reputation of the university
- D. Promotes college pride
- E. Enhances regional/national recognition
- F. Other
- G. Will not have an effect



Do you perceive any of the following as a positive direction for NKU?

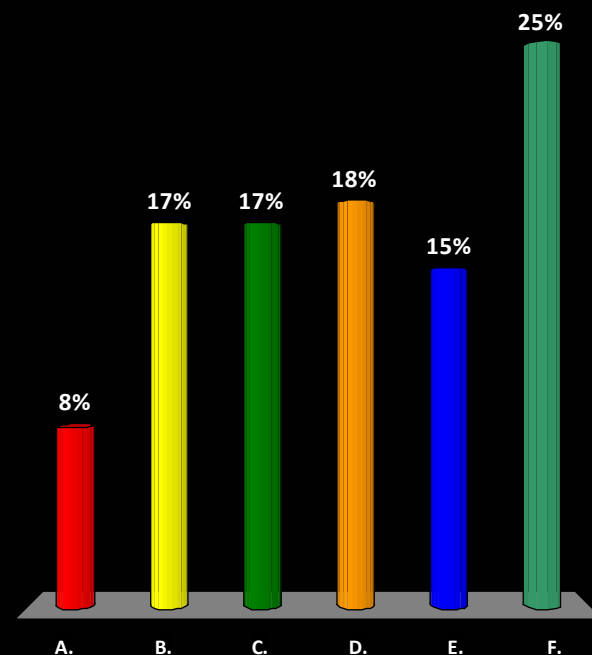
(Choose all that apply)

- A. Increasing undergraduate enrollment
- B. Increasing graduate enrollment
- C. Recruiting more students from outside the region
- D. Recruiting more transfer students
- E. Becoming more focused on academic quality
- F. Division I athletics
- G. Becoming more diverse and inclusive



If NKU could only focus on 3 of the following options, what would you select? (Choose up to three)

- A. Increase the number of full-time faculty in high demand “signature” programs
- B. Become nationally recognized for a select number of academic programs
- C. Provide superb advising and administrative services to students
- D. Be a “best value” university
- E. Be nationally known for public engagement
- F. Produce student outcomes that surpass peer institutions



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- NKU
- Strategic Planning



[Strategic Planning /](#)

Strategic Planning 2013

This is an opportune time for Northern Kentucky University to embark upon a strategic planning process as we near the end of our current plan, the *Points of Focus*. NKU will celebrate its 50th anniversary in 2018, and our process this year will result in a five-year plan that will serve as our roadmap toward that defining milestone.

During the Fall semester, I sought advice from the campus community on the timeline, format, and committee composition for a strategic planning process. I had conversations at the Fall planning collaboration retreat, with the college Deans; the department Chairs; the executive committees of Staff Congress, Faculty Senate, and the Student Government Association, as well as our directors and administrators. Based on that feedback, we have put together a strong and nimble strategic planning committee that will be assisted by several work groups this spring. To produce the best plan possible, we will also seek the collective thinking of our entire campus and the community through face-to-face forums, electronic forums, surveys, social media, and written suggestions.

The world as we know it is changing rapidly, including the world of higher education. It is becoming an increasingly competitive environment, and substantial challenges confront us. To continue to provide our students with the best education possible, we must seek effective solutions and opportunities that address these challenges.

This new plan will be our roadmap for developing and implementing strategies, programs, and initiatives. The plan will articulate a clear, succinct mission and vision of the university, and it will set strategic priorities that will guide our work and our investments.

Schedule for Open Forums



strategicplanning.nku.edu

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