

Northern Kentucky University
Strategic Planning Stakeholder Conference

April 30, 2013

Student Union Ballroom

7:30 a.m. – 11:30 a.m.

7:30 a.m. – 8:00 a.m. Check In; Coffee & Light Breakfast

8:00 a.m. – 8:10 a.m. **Welcome and Introduction**
President Geoffrey Mearns

Strategic Planning Committee Work

8:10 a.m. – 8:30 a.m. **Mission, Vision, and Values Statements**
President Geoffrey Mearns
Presentation on survey results and recommendations on revisions to the mission, vision, and core values statements for NKU.

→ Conference attendees are invited to provide comments and suggestions on mission, vision, and core values statements using post-it notes throughout the morning.

8:30 a.m. – 9:00 a.m. **SWOT Analysis**
Katie Cox, Junior, Business Management major –
presentation of summary of internal **S**trengths
Arnie Slaughter, Director, University Housing –
presentation of summary of internal **W**eaknesses
Dana Harley, Assistant Professor, Social Work –
presentation of summary of external **O**pportunities
Zachary Hart, Associate Professor and Interim Chair, Communications Department –
presentation of summary of external **T**hreats
President Geoffrey Mearns
→ Conference attendees are invited to provide comments and suggestions on the SWOT analysis using post-it notes to affix to the signs on the wall.

Visioning Exercise

9:00 a.m. – 9:05 a.m. **NKU @ 2018: Visioning Exercise**
President Geoffrey Mearns

9:05 a.m. – 9:15 a.m. **Break and Regrouping Time**

9:15 a.m. – 10:15 a.m. **Small Group Discussion and Visioning Exercise**

10:15 a.m. – 10:20 a.m. **Regrouping Time**

10:20 a.m. – 11:20 a.m. **Presentation of Group Products**

→ Each breakout group will have 5 minutes to present their cover story vision.

Wrap-up

11:20 a.m. – 11:30 a.m. **Closing Remarks**
President Geoffrey Mearns

11:30 a.m. – 12:00 p.m. **Open Floor**

→ Conference attendees will have additional time at the close of the meeting to post any final comments or suggestions to the wallboards.