



STRATEGIC PLANNING PROCESS  
WORK GROUP MEETING SUMMARY

Mission, Vision, Values Review Work Group

<b>Meeting Date:</b> Feb. 22, 2013	<b>Start Time:</b> 1:00 p.m.	<b>End Time:</b> 2:30 p.m.
<b>Members:</b> <input checked="" type="checkbox"/> Janel Bloch <input type="checkbox"/> Rachel Brueggen <input type="checkbox"/> Chris Cole <input checked="" type="checkbox"/> Katie Cox <input type="checkbox"/> Annie Dollins <input type="checkbox"/> Ali Hedges <input type="checkbox"/> Ann James <input checked="" type="checkbox"/> Alar Lipping <input type="checkbox"/> Geoffrey Mearns <input checked="" type="checkbox"/> Vickie Natale <input checked="" type="checkbox"/> Scott Nutter <input type="checkbox"/> Sally Parker Lotz <input type="checkbox"/> Linda Reynolds <input checked="" type="checkbox"/> Sam Zachary		
<b>Meeting Location :</b> SL 304		
<b>Invited Guests:</b>		

**Items for discussion/decisions** *(attach supporting documents as necessary)*

Item	Presenter	Time
1. Discussion of surveys	Whole group	1 – 1:20
2. Discussion of open forum questions	Whole group	1:20-2:20
3. Further discussion of surveys	Whole group	2:20-2:30
4.		
5.		
6.		

**Action Items** *(attach supporting documents as necessary)*

Item	Outcome	Responsible Person	Due Date
Vickie will circulate modified survey questions. All committee members are requested to feedback suggestions for final changes.		Whole group	Monday, Feb 25

**Notes:**

1. Discussion about survey (1:00 – 1:20 p.m.)
  - a. Some think it's too long. Estimated time is 8-10 minutes. When the survey was designed decades ago, it had 90 questions. Vickie believes that our current society has little patience for longer surveys.
  - b. Talk about survey structure. Some had difficulty separating items and prefer a pop up showing all alternatives. Also, some discussion about stacking responses instead of placing them side by side and reducing the number of screens.



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- c. Scott recommended that some objective people attempt the survey to assess user-friendliness and clarity. This suggestion was repeated throughout the discussion. Any responses would need to get to Vickie by Monday, February 25, in order to be incorporated.
  - d. Comment that our rushed pace precludes opportunity to have experts on campus provide suggestions/guidance about how to modify the survey for best effect.
  - e. Two committee members sent the survey to colleagues during our meeting and asked them to complete it and share their thoughts. All reported back that the survey was too long. One suggested a change in labeling categories and in placement of a key question.
2. Discussion about open forum questions (1:20 – 2:20)
- a. Alar wants to know how the MVV forum might be structured, thinking that many will attend. Vickie thinks that all are pretty well attended (approximately 40-100 in different sessions).
  - b. Quickly reviewed sample clicker questions. Members suggested modifications in lists of words/phrases. Some lists will be re-ordered, and some will be deleted. In some instances, committee members believed it was better for forum participants to offer up words/phrases rather than be prompted by lists.
  - c. Alar passed out copies of *Lane Report* to illustrate how our mission and/or university characteristics differ from other KY regional universities. When we look at our area, we have certain programs that are superior to other KY universities (e.g., athletic training). Need to consider how we will remain competitive. Alar believes the president will want to determine our areas of strength. Easy to make a mission statement, but we need to look ahead. As example, committee members shared impressions of what’s meant by “up close and personal.”
  - d. Group reviewed sample clicker questions to refine items listed.
  - e. Recommendation that the president begin by succinctly defining what’s meant by “mission,” “vision,” and “values.”
3. Further discussion of survey
- a. Perhaps eliminate 10-15 questions and put more questions on a screen to have a total of 4-5 screens.
  - b. Recommend 8 questions per page.
  - c. Vickie will send the condensed list to committee members for them to feedback about items that might be eliminated. Committee is requested to feedback to Vickie by early Monday morning, Feb. 25.
4. Next meeting is March 1, the open forum on MVV.
5. Following meeting is March 8 in room TBD.

**Next Meeting:**

<b>Date: Friday, March 1</b>	<b>Location: SU 107 B/C</b>
<b>Beginning Time: 1:00 p.m.</b>	<b>Ending Time: 2:30 p.m.</b>