



STRATEGIC PLANNING PROCESS  
WORK GROUP MEETING SUMMARY

Mission, Vision, Values Review Work Group

<b>Meeting Date: March 8, 2013</b>		<b>Start Time: 11 a.m.</b>	<b>End Time: Noon</b>
<b>Members:</b>			
<input type="checkbox"/> Janel Bloch	<input type="checkbox"/> Rachel Brueggen	<input type="checkbox"/> Chris Cole	<input checked="" type="checkbox"/> Katie Cox
<input checked="" 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 checked="" type="checkbox"/> Sally Parker Lotz
<input checked="" type="checkbox"/> Linda Reynolds	<input checked="" type="checkbox"/> Sam Zachary		
<b>Meeting Location :</b> SL 304			
<b>Invited</b>			
<b>Guests:</b>			

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

Item	Presenter	Time
1. Data distribution		
2. Group work assignments		
3. Survey discussion		
4. Survey discussion		
5. General discussion		
6.		

Action Items *(attach supporting documents as necessary)*

Item	Outcome	Responsible Person	Due Date
March 22 the sub-groups submit a report to full group via email. This is 1 week before next full group meeting.			

Notes:

1. Lots of handouts (sample vision, mission, values) were distributed. Other data and open forum PP slides were shared on email.
2. Group work:
  - a. Develop 3 sub-groups to work on vision, mission, and values. Since we have few meetings left, it might be easier/better for sub-groups to work together and then communicate with each other. Perhaps email during spring break?
  - b. Group 1 = Mission (Vickie, Katie, Janel, Linda)  
Group 2 = Vision (Sam, Rachel, Annie, Ali)  
Group 3 = Values (Alar, Scott, Sallie, Ann)



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- c. Group purpose: Come up with key words or suggestions about how to word mission, vision, or values. Review data to discern major ideas/thoughts/words/etc. profile out.
  - 1) Some understanding of resources available might help in developing these MVV. Another work group concentrating on resources might provide info that will help us.
  - 2) Some of what we do might actually direct resources.
  - 3) We did compare MVV in other KY public universities and other benchmarks.
  - 4) Some talk about how this planning might impact budgeting process. Al suggested just giving our report to the steering committee so that they can blend it with info from other groups.
  - 5) We need to identify what's different about us. If you lined up MVV statements from different universities, could you identify which was which? We should be able to do with NKU.
  - 6) We have clicker responses and survey results as a starting point. Need to analyze it.
  - 7) What profiled out from the open forum?
    - a) Public engagement.
    - b) Undergraduate rather than graduate student focus.
  - 8) Some discussion about how inspirational to make the vision statement and how much it needs to conform to available resources.
3. Survey results were too long to print out. Vickie asked if we want to push for more response from students. Apparently those who work on campus might not have received the survey. Al talked about doing a text alert. Facebook is also a way to go. Vickie will ask IR to find a way to send the survey to student workers. However, we begin spring break next week, so it is unlikely that students will pay much attention. Nonetheless, Vickie can ask IR to get out the survey one more time. After about 3 days we will need to close it.
4. Anything different we want to see in survey results? Any other info displayed?
  - a. Different populations pulled out to see who said what.
  - b. Different levels for students (i.e., freshmen, sophomore, etc.).
  - c. If there's a big difference between where we are and where we want to be, you might be able to subtract them. Might be too complex, but IR could attempt it. Planning office will work on data more and try to get additional info to us. Vickie will work on this next week.
5. Miscellaneous talk:
  - a. Some talk about specific words that should or should not be included in vision or mission: metropolitan or urban.
  - b. Emphasis should be on student learning or student success. We have built the student success center. Both faculty and students found this meaningful in different ways.
  - c. Some talk about general education and how we perceive it on campus.
  - d. Some talk about the importance of "integrity" and non-importance of "loyalty." Integrity implies trust.
6. Deadlines:
  - a. March 22 the sub-groups submit a report to full group via email. This is 1 week before next full group meeting.



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**Next Meeting:**

<b>Date: March 29</b>	<b>Location: SL 304</b>
<b>Beginning Time: 11 a.m.</b>	<b>Ending Time: Noon</b>