



Strategic Planning Meeting

February 5, 2008

Strategy Steering Committee Meeting

February 5, 2008

In Attendance

Steering Committee:

- | | | |
|--------------------------|------------------|---------------------|
| √ Dr. Thomas George | √ Dr. Glen Cope | √ Dr. James Krueger |
| √ Nasser Arshadi | √ Tom Eschen | √ Tim Farmer |
| √ Bryan Goers | √ Curtis Coonrod | √ Karen Pierre |
| √ Judith Walker de Felix | √ Pat Dolan | |

Facilitate by Jim Lang and Gina Hoagland from Collaborative Strategies, Inc.

Summary

Attached is a summary of the meeting discussion. We have made the revisions to the vision, mission and values as discussed. The mission/vision/values team will develop for the description for the added value of "Integrity".

The strategic themes have been placed with the appropriate strategic priorities and revised based on the discussion. We will get more input on these from the planning team (note that I left "unsurpassed" in the wording to see the reaction of the planning team).

Please let me know if you have any additional reflections on the content.



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A. Update Vision, Mission and Values team

FINAL DRAFT

The University of Missouri-St. Louis mission and vision are aligned with that of the University of Missouri system which is stated below.

University of Missouri Mission Statement

"The mission of the University of Missouri, as a land-grant university and Missouri's only public research and doctoral-level institution, is to discover, disseminate, apply, and preserve knowledge. It thereby stimulates learning by its students, and lifelong learning by Missouri citizens, and advances the health and well-being and the intellectual, cultural, social, and economic interests of the people of Missouri, the nation, and the world." (Retrieved 11/29/07 from <http://www.umsystem.edu/ums/departments/hr/handbook/shb4.html>.)

The University Missouri-St. Louis Vision Statement

The University of Missouri-St. Louis will be known as one of the nation's premier metropolitan public research universities and as a university of choice for undergraduates, graduates and professional students.

February 5 revision

The University of Missouri-St Louis will be known as a premier metropolitan public research university and as a university of choice for undergraduate, graduate and professional students

The University of Missouri-St. Louis Mission Statement

The University of Missouri-St. Louis provides excellent learning experiences including leadership opportunities for a diverse student body through its outstanding faculty, focus on research, and regional, national and international partnerships that benefit society.

February 5 revision

The University of Missouri St Louis provides excellent learning experiences and leadership opportunities for a diverse student body through its outstanding faculty, innovative research and regional, national and international partnerships that benefit society





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University of Missouri-St. Louis Values

- **Excellence ~~(in teaching, research, and service)~~**

We believe excellence refers to paying serious attention to individual student learning needs and maintaining the highest academic standards, using multiple approaches to facilitate learning, engaging in ongoing assessment of student learning and improvement of the quality of the learning experience. Excellence in research and creative achievement results from original thinking that advances fields of study and is reflected in external recognition of teaching, research and creative achievement, and service.

- **Partnership and Collaboration ~~(suggestion to omit partnership)~~**

~~We value partnership and collaboration internally among students and externally with community agencies and employers in research **(and service)** that improves quality of life **(and builds an ethical workforce)**. Collaborative approaches develop graduates who work and live effectively by participating in meaningful ways in a diverse and global society.~~

February 5 revision

We value partnerships and collaboration among students, community agencies and employers by engaging in research that improves the quality of life. Collaboration develops graduates that live and work effectively by participating in meaningful ways in a diverse and global society.

- **Accessibility ~~Opportunity~~**

We value access to excellent education, engagement in cutting-edge research, and dedication to university, community, and professional service as means to develop the future of our region, state, nation, and world. A focus on access helps develop responsible citizens who contribute to quality of life and who represent the diversity of the community and world we serve.

- **Diversity**

We value diversity among faculty, staff, and students and recognize the tremendous asset it adds to campus culture. Different perspectives from cultural, intellectual, socioeconomic, geographic, and other dimensions add substantially to understanding, richness of debate and intellectual inquiry.





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- **Stewardship**

~~We value responsible stewardship of resources in meeting the University's academic mission and in promoting a high quality of life and economic development. We are dedicated to increasing resources to help us continuously improve achievement of the University's mission.~~

February 5 revision

We exercise considerable care in deploying the resources entrusted to us and while demonstrating the beneficial impact throughout our region, nation and internationally. We cultivate the trust of supporters who are instrumental in building our assets so we may fulfill our mission.

- **Integrity**

Add a value on integrity and include a comment about building an ethical workforce.





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B. 2008 – 2012 Strategic Plan

Strategic Priorities

I) Enhance the quality and delivery of undergraduate and graduate / professional education

Strategic themes

A significant role is to be an educator for students in the St. Louis region. Our efforts will be aimed at being recognized as the premier educator of the work force of St. Louis and in so doing build a reputation that goes beyond the region.

The greatest potential for future enrollment growth is in the graduate programs and we will develop programming that meets the needs of this growing demographic.

II) Recruit and retain an outstanding and diverse student body

Strategic themes

Non-traditional and transfer students are our core market and our focus in this plan will be to enhance our desirability to these students and to work with feeder schools to improve student preparation.

We will continue to place emphasis on growing the FT/FT student enrollment with a focus on making UMSL their “university of choice”.

We will continue to grow in the diversity of our student population and the richness of the diverse campus culture will be developed into a significant differentiator.

Diversity as a differentiator:

- Preparing students for a changing world.
- Pipeline for businesses who want a more diverse workforce





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We will seek ways to enhance campus life and increase on campus residents to 2500 (2000 in the current plan), however, our major focus will be to further improve the '**convenience**' and the '**quality of experience**' as perceived by our commuting students.

Convenience

- Ease of the admission process
- Class availability
- Convenient scheduling
- Adequate parking with handicap access
- Quality facilities
- Accessible technology

Quality of Experience

- Collaborative learning opportunities
- A high level of student faculty interaction
- A supportive campus environment that entices students to spend more time on campus
- The right academic challenge that conveys to students that they are getting an education not just a degree

III) Enhance research, scholarship and artistic/creative activity

Strategic themes

Our campus, units within the campus and our faculty will be nationally and internationally known for excellent research and research productivity.

We will strive to develop a reputation for excellence and we will all celebrate and actively market the 'halo' effect on the entire campus.

IV) Enhance civic engagement for economic and social benefit of the region.

Strategic themes

We will be unsurpassed as the regional leader in creative collaboration with area businesses and community organizations.

We will continue to impact economic development in the region through direct collaborations, partnerships, consulting, continuing education and the impact of our graduates as leaders in the community.



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V) Increase financial base and continue to enhance the stewardship of resources

Strategic Theme

We will create a compelling story around our value proposition and our position in the St. Louis region and utilize Leadership Councils, alumni, faculty, staff, students and other friends of the university to communicate the story in a way that dramatically increases external fundraising and grants.

