



IN ATTENDANCE

Bill Tsutsui

Adam Caylor

Allen Reger

Sarah Eberle

Diann DeWitt

Mike Hoover

Donald Anderson

Courtney Stephens

Karen Ohnesorge

MINUTES

At yesterday's steering committee meeting, a couple of topics arose that working groups may need to adopt:

- MARKETING: we've talked about the need to improve communications within OU, but not as much about how we address ourselves to the outside world. The **One University** group has discussed cohesiveness, but not marketing. The **Building Outward** group is looking at best practices in working with constituencies (public/ private partnerships, shadow hosting, tribal relations), in hopes of replicating and expanding; they can add Marketing to their discussion items. Bill and Mike Hoover will discuss. **The Student Experience** group is looking at recruiting messages, too.
- CAREER SERVICES: **Academic Futures** hasn't gotten there yet. Labor shortages across the US make this topic very timely. Mike Hoover is looking for agencies that want to partner with universities for workforce development. We need resources, and collaborative models may be helpful, because they may expand our capacity to provide higher levels of service. Mike will add Diann DeWitt to an upcoming call to strengthen the sense of context, or relationship between **academic futures** and **building outward**. **Affordability and Accessibility** is analyzing the OU education as a value proposition, and they have talked about the value of internships to our students job searches, and the issue of access to career guidance across all units. In conversation with Bill, OUKS athletics has mentioned several of these themes.
- GENERAL EDUCATION CURRICULUM REVIEW: This topic may best be addressed by **Academic Futures**, but they have focused on majors and graduate programs. Because **One University** is centered on institutional identity, they might be able to help steer discussion of the general education as an experience shared among our undergraduates. The LAS lead faculty and person with the longest-running oversight of the general education is Barb Dinneen, who is a member of the **One University** working group. She is also co-chair of the LAS Council, the governance body charged with Gen Ed review and evolution. LAS Council conducted a review in about 2015, so it is time to reengage.

OTHER TOPICS?

GRANTS

- OUAZ is seeking Technology Center grant support; they have won an award during the tech assistance grant process; Mike Hoover may bring that project to **Building Outward** for discussion; it is an 80-90% matching grant, and the business incubator group at the City of Surprise can assist.

UPDATES ON DISCUSSIONS WITH MARKETING

- Freda, Kelli, and Lara will alert the community in January that it's time to engage in strategic planning; they will get events onto the calendar, then encourage attendance.
- Their plan:
 - o A series of educational videos and emails in January, focused on the themes and people in each working group, to introduce people across all University locations.



- o Each will take on two working groups, will ask for photos, biographical information (accessible, relatable), and short synopsis of our topics, bullet points or a short paragraph. Bill will supply background information. Synopses are due by end of the week.
- o They are starting with **One University**.
- o They will create an accessible landing page for Strategic Planning information and feedback, providing information storage, event announcements, a digital suggestion box, etc.
- o They are designing an incentive structure to encourage participation in events and discussions. Swag manufacturing and supply chain issues make it hard to order items. Levels of participation can tied to increasing perks for engagement, from bookstore discounts to dinner with Bill. Tracking anonymous participation may complicate incentives; we need to build trust and transparency as much as possible. Bill asks for input from this group.

THE TIMELINE

- Early January: Surveys, polling.
- Late January: Zoom town halls, each combining working groups, each to include open-mic sessions.

NEXT STEP: SURVEY CONSTRUCTION

- **Accessibility and Affordability** has posted its questions in SharePoint.
- **Student Experience** has found it hard to keep the whole group engaged, but questions are due from members by Friday.
- **One University** group has 7 questions for faculty and staff, nearly finalized; they have 3 for students, but they're complex. Should we aim for a specific number of questions? We will survey students and faculty/staff separately.
- **Building Inward** – their three sub-groups are working on their questions, will have by end of next week, separated by constituencies.

Open-ended questions require content analysis. We should keep data processing in mind. Bill and Karen will write the survey. Patricia Marsh may be able to help with fine-tuning survey structure. She is working on enrollment data now.

Bill will also bring our questions to the Alumni Association Board.

FOCUS GROUPS: WHAT SUPPORT DO WORKING GROUPS NEED?

- Encouragement to attend would be helpful.
- Can we make individualized invitations to people? Yes. We should communicate that focus group invitees have been selected for their expertise. We can issue focus group invitations under Bill's name.
- The spring faculty workshop at OUKS is a chance for **Academic Futures** to talk with faculty; Lyn is investigating opportunities for OUAZ; Diann will speak with online faculty at their next meeting.
- Working Groups should coordinate invitations to focus groups, so we don't repeat representatives.
- We can present any research, findings, or useful data to focus groups.
- Each working group will conduct their own focus groups.
- **Building Outward** has four survey questions. They've assigned working group members to engage each market area. Donor and board groups will work with Danny Trent and Bill. Their findings may help them refine presentations for town hall sessions.



- PGDs may be best way to get good input from students. **The Student Experience** group plans focus groups at each level—**Accessibility and Affordability** may want to join, will help with those student focus groups.

Open forums/ town halls will combine Working Groups that are discussing overlapping topics.

- **Building Inward, One University and Building Outward**
- **Accessibility and Affordability, The Student Experience and Academic Futures**

Committee structure of the board may be an item for strategic planning, a subject relevant to shared governance.

Timing for town halls can be complicated, but they can be recorded through Zoom to allow asynchronous engagement. Wednesday 8-10 a.m. or after 2 p.m. AZ time may work.

ENGAGING STUDENTS

Different campuses can use different approaches, e.g.:

- PGDs at KS
- Spirit Life at AZ (Alan Belcher directs Spirit Life)
- Blackboard announcements for Online students

For in-person or Zoom/ LiveStream gatherings, we could create small discussion groups, with clicker responses.