

## STRATEGIC PLANNING COUNCIL ACTION "HIT LIST"

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### ACTION POSSIBILITIES

Our charge is to create a possibility which clearly distinguishes each strategic objective, and list out specific measurable results. We need to avoid reproducing the ideas already listed in the SP document. Instead, our charge is to enroll others in the generation of new ideas from the SP document, as well as enroll others in making these ideas actionable. Possible scenarios for the dialogue process:

- Caused another to be caused...
- Background of relatedness
- Conversation for possibility
- Conversation for opportunity
- Conversation for action
- Conversation for completion

### ACTION HIT LIST

#### A. Strategic Objective - Students

- I. *Self-assessment*: Conducted by faculty, business community, students, for assessing critical factors, their behaviors, contributions.
- II. *Internship Committee (Jim, Chris, letter from Dr. Graf)*: increase internship participation. Relate work experience to class. Improve the buy-in and the administration of internships.
- III. *Recruitment Committee*: Undergraduate students - Lynn Neeley; Graduate students - Larry. Runs the spectrum from high schools, to junior colleges, to adult learners (non-trationals).
- IV. *Non-academic career preparation*: improve the hiring and recruiting process of students and alumni.
- V. *General business education experience from a college perspective (College Curriculum)*. Tying the following into a coherent package from a college perspective: virtual organization, cross-functional, international, communications, cohort group, broad-based education for all students.

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**B. Strategic Objective - Business**

- I. *Continuing Professional Education, Consulting, and Support of Active Faculty Involvement with Professional Business Organization (College Council):* Create a model of value for these activities.

**C. Strategic Objective - Academia**

- I. *University service activities (Lynne Waldeland):* determine the value to the COB and to other colleges.

**D. Strategic Objective - Faculty and Staff**

- I. The Strategic Objective has been rephrased as: "To attract and retain high quality faculty and staff committed to conducting and supporting excellence in teaching, research, and operations."

**Revision made:**            **changed** "...excellence in teaching and research" **to** "...excellence in teaching, research, and operations."

- II. We discussed creating three separate outcomes, one each for: faculty, operating staff, and professional staff. We also briefly revisited the discussion about creating separate, stand-alone strategic objectives for operating staff and professional staff.

- III. **Operating and Professional Staff.** We identified those actions currently listed under this objective that speak most directly to operating and professional staff:

- Supporting personal development of faculty and staff
- Faculty and staff recruitment, orientation, training
- Efficient utilization of faculty and staff time

**D. Strategic Objective - Faculty and Staff (cont'd)**

**IV. Operating Staff Committee.** (Curt, Chris, Michelle)

- a. Empower the staff
- b. Train the staff
- c. Create better communication in the college
- d. Acknowledge and support their professionalism
- e. Value their contributions and ability to make a positive impact

**V. Faculty.**

- a. Teaching and Research.
  - 1. Quality focus in advancing and disseminating knowledge
  - 2. Resources
    - a. financial
    - b. non-financial (faculty and staff recruitment, orientation, training; efficient utilization of faculty and staff time)