Strategic Planning Steering Committee meeting  
Friday, February 20, 2009  
7:30 – 9:00 a.m., Plaza Room, Administrative Center

Attending: Chrisanne Arnold, Larry Bunce, Karen Dace, Jennifer DeHaemers, Lawrence Dreyfus, Gary Ebersole, Gail Hackett, Mary Lou Hines-Fritts, Sandy Gault, Troy Lillebo, Patricia Marken, Maria Meyers, Sarah Morris, Leo Morton, Nancy Murdock, Tammy Murdock, Cindy Pemberton, Tom Poe, Bonnie Postlethwaite, John Purk, Walt Rychlewski, Jeff Rydberg-Cox, Bob Simmons, Steve Stroud, Joy Swallow, Lisen Tammeus, Jeff Thomas, Kevin Truman, Peter Witte, Juno Friedman (recorder).

Absent: Adam Brown, Mary Pat Henry, Bridgett Johnson, Meghann Martens, Jim Sheppard, Michael Strait, Thad Wilson, John Readey, Hugh Zimmer.

REPORTS FROM THE SUBCOMMITTEES:

Economic Development – Maria Meyers

Chair Maria Meyers reported that part of the work of the Economic Development subcommittee has been to gather economic impact data in areas such as what UMKC graduates do after graduation, the needs of industry in Kansas City, and the local impact of UMKC in terms of salaries, purchases, construction and grants. Another part of the work has been to develop actions and measures on the following strategic objectives: establish an integrated framework that supports economic development, including expanding partnerships with businesses, state agencies and others; increase technology transfer of intellectual property and implement a University-wide approach to commercialization; develop research and incubator parks to strengthen links and build ties with the business community and enhance tech transfer opportunities; build workforce development programs to address business community future needs and educate for future demands. Subcommittee minutes have been posted on the strategic planning website:

https://www.umkc.edu/strategicplanning/subCommitteeMinutes/economicDevelopment/minutes.cfm

Science & Technology – Walt Rychlewski

Chair Rychlewski reported that 11 key components studied by the subcommittee can be reduced to the following 7 priorities:
1. Vigorously invest to fill the STEM Pipeline. There is a distinct need for strong leadership and broad commitment to step into the community and lead this critical effort.
2. Leverage key areas of strength. We have the only engineering school in KC...
3. Invest in our human capital.
4. Build the S&T Infrastructure necessary to stimulate creativity and foster Innovation.
5. Enhance interdisciplinary collaborations and strong community partnerships.
6. Embrace Technology Transfer and Economic Development as mission critical
7. Approach Workforce Development as a strategic opportunity

Much more information is available on the committee website at:

https://www.umkc.edu/strategicplanning/subCommitteeMinutes/scienceTechnology/minutes.cfm
**Diversity – Tom Poe**

Chair Tom Poe reported that the Diversity & Campus Climate Subcommittee performed a SWOT analysis to prioritize the top three weaknesses, opportunities and threats. The top weakness turned out to be recruitment/retention of diverse faculty and students (especially retention). The top opportunity was to establish a standing task force outside of the Office of Diversity, Access and Equity - a Coordinated Board on Diversity, and the top threat identified was lack of funding. The committee worked with a draft goal statement and 4 draft objectives. The first two objectives are fairly straightforward: recruitment and retention of a diverse campus community; and: provide a more diverse learning and life experience. The remaining two objectives are still in very rough draft form. One will involve a statement about creating a safe environment; the second will address the creation of a diversity taskforce. Chair Poe asked why it appears to be easy to say things about enhancing campus diversity and difficult to change them. A climate of low expectation could be an issue to address. There followed a discussion on civil discourse: its importance, how we can promote it; and that civil discourse/collegiality is part of every aspect of university life. Incivility contributes to a perception of threat and unsafe environment among students, staff and faculty alike. The committee may decide to use the word “respect” in one of the statements. Minutes of the committee meetings are posted at:

[https://www.umkc.edu/strategicplanning/subCommitteeMinutes/diversity/minutes.cfm](https://www.umkc.edu/strategicplanning/subCommitteeMinutes/diversity/minutes.cfm)

**Urban Mission – Joy Swallow**

Chair Joy Swallow reported that the Urban Mission subcommittee met for the 4th and final time. She handed out the Urban Mission Statement, including goals and action steps. View the document: [https://www.umkc.edu/strategicplanning/subCommitteeMinutes/urbanVision/minutes.cfm](https://www.umkc.edu/strategicplanning/subCommitteeMinutes/urbanVision/minutes.cfm)

Action/Outcomes statements do not include timelines, resources or priorities. There are remaining issues that are not detailed in the document, such as institutional incentives and change for administrative structure, for example: how to use the office of research as an interdisciplinary “neutral zone” and “do we need an Urban Czar?” Provost Hackett complimented the subcommittee on the interdisciplinary nature of their approach.

**Life and Health Sciences – Lawrence Dreyfus**

Chair Dreyfus reported that the Life and Health Sciences subcommittee has one more meeting scheduled. He provided the draft document that the committee is working with now. See it here: [https://www.umkc.edu/strategicplanning/subCommitteeMinutes/lifeSciences/minutes.cfm](https://www.umkc.edu/strategicplanning/subCommitteeMinutes/lifeSciences/minutes.cfm)

The document contains objectives and actions which will be reviewed and supported with rationale statements. The actions that are listed in the document are geared toward removing barriers between schools to incentivize things like collegiality and collective hiring. The committee decided to begin with the groundwork rather than to try to set overarching goals. The first action listed on the document is to recruit a Life and Health Sciences leader.

**Visual and Performing Arts - Jeff Ryberg-Cox**

Co-Chair Rydberg-Cox reported that the subcommittee has been brainstorming and creating a first draft. They, too, had an idea for creating a “Czar” for the visual and performing arts. A central issue that was recognized by the subcommittee concerns the high degree of fragmentation that exists in arts degree programs, in space for classes/studios, etc, and in communication with both the UMKC internal community and the general community. The draft document includes goals, action steps and outcomes, and can be viewed here: [https://www.umkc.edu/strategicplanning/subCommitteeMinutes/visualArts/minutes.cfm](https://www.umkc.edu/strategicplanning/subCommitteeMinutes/visualArts/minutes.cfm)
Co-Chair Pemberton reported that a new draft document was created by the subcommittee to sharpen the focus of the goals and objectives and to provide key strategies, action steps, measurable outcomes and timelines. The draft document lists strategies for academic excellence that include an agreed-upon set of core educational learning outcomes, an honor’s college and a world-class online learning system. The community engagement objective links to the urban mission goal through community engagement opportunities for students. The engaging pedagogies objective calls for high impact educational experiences that include service learning, learning communities, first-year seminars, internships, research and study abroad. And finally, the cultural competence objective addresses formal and informal opportunities for students to acquire the skills, knowledge and attitudes necessary to function effectively in a diverse, changing society. The subcommittee’s website can be viewed here: https://www.umkc.edu/strategicplanning/subCommitteeMinutes/undergraduateEducation/minutes.cfm

Provost Hackett complimented the committees on their work, in particular, the inclusion of action steps and outcomes. The final document should be similar in form to that of the University of Cincinnati, should be brief and at the “30,000 ft. level”. Timelines are not as important as goals, objectives, action steps and metrics. The writing team will collate all the drafts.

Writing Team Members:

Nancy Murdock, Steven Stroud, Lisen Tammeus, Jennifer DeHaemers, Larry Bunce, Lawrence Dreyfus, Gail Hackett

Timeline/Deadlines

Deadline for drafts from subcommittees: Tuesday, March 3, 2009

Final Draft Posted on Monday, March 16, 2009

Plan for dissemination, discussion, and feedback from campus and community

A PowerPoint presentation will be created, along with a set of questions to help guide discussions. The PowerPoint presentation will be video-taped the first few times it is given, and the video will then be posted on the UMKC website. These communication tools can be used at:

Town Halls: large meetings centered on the presentation with ample time for Q & A, a diverse audience, committee members attending, perhaps a panel format with committee members for Q & A.

Take the presentation to the UMKC Trustees, the Alumni Association, and other external groups to be identified at their regularly scheduled meetings

Present to internal groups at their scheduled meetings, such as Student Government Association, Staff Council, various Advisory Boards, and take the presentation to the academic units.

Next meeting: Friday, March 6, 2009, 7:30 – 9:00 a.m., Plaza Room, Administrative Center
Writing Team/Subcommittee Chairs meeting: Wednesday, March 4, 2009, 3:00 – 5:00 p.m., Provost’s Conference Room
PowerPoint creation meeting: Monday, March 2, 2009, 1:30 – 2:30 p.m. Provost’s Conference Rm.