Working Group Minutes 6.14.18

Leader: Dr. Donna Souder Hodge
Recorder: Amy Robertshaw
Timekeeper: Dax Charles
Facilitator: Adam Pocius

Attendees: Jackie Wallgren, Mike Wakefield, Paul Chacon, Strider Swope, Laurie Kilpatrick, Fawn Amber Montoya, Brian VandenHeuvel, Jennifer Schlosser, Victoria Obregon, Shelly Moreschini, Megan Gregorich, Constance Little, Haley Sue Robinson, Derek Lopez, Gina Lopez Ferguson, EJ Armijo, David Volk, Carolyn Daugherty, Megan Gregorich, Juliette Mogenson, Emily McElwain, Kim Hinkle, Dax Charles, Gena Alfonso, Sendi Estrada, Tracy Samora, Sommer Street, Jane Fraser, Dana Rocha, Kristyn White Davis, Doug Eskew, Carol Langer, Chris Milliken, Justin Streater, Md Islam, Meg Brewer, Karen Yescavage, John Wristen, Lisa Martin, Jonathan Poritz, Abby Davidson, Adam Pocius, Donna Souder Hodge, Amy Robertshaw

  A. What is #Vision2028?
      Souder Hodge presented a PowerPoint with overview of vision process, why the need for a new vision and mission, methodology, and deliverables.
      Link to presentation:

B. What is the charge to the Working Group? Today's task?
  ● Share clear and consistent information about visioning process across campus community. Offer feedback to steering committee and provide ongoing validation and advocacy for survey process and other data collection. Share individual or collective expertise as time and need allows.

  ● What must we ask our various stakeholder groups in order to collect enough information - specifics, histories, and stories - to allow us to draft the vision and mission statements? Group discussion:
      ○ Community
          ■ What degree programs would be valuable to you that we currently do not offer?
          ■ Would you send your child to CSU-Pueblo?
          ■ What "names" does the community call CSU-Pueblo?
          ■ How would you rate the quality of education at CSU-Pueblo?
          ■ How can we be more integrated/involved in the community?
          ■ With the stigma of Pueblo, would you rate CSU-Pueblo as dangerous?
          ■ How can we get students/community more involved on campus?
          ■ Is there anything more to promote with athletics?
          ■ How can the university better solve issues in the community (i.e social issues)?

- What resources could the university provide to the community?
- What do you wish CSU-Pueblo was?
- What is your perception of the cannabis institution?
- How does CSU-Pueblo serve youth within our community?
- How can we better serve youth in our community? Pre-college programs? Cost?
- How often do you come to campus? For what reason?
- What would bring you here more often?
- Perception of university? Image/visual/employer/grads
- As an employee or graduate, would you send your children to the university?
- Did you attend here? Why?
- Tell me a story of a positive interaction? Negative interaction?
- Retired military-veterans services/programs - image

Community group feedback: perception questions are important, liked: what would bring you to campus more?, would like to see more questions about how we can serve community better, how can community leaders serve campus more?, how can we keep our alums in community?, why aren't community members sending kids here or thinking about sending kids here?, what is your perception of CSU-Pueblo grads?, how can CSU-Pueblo become more involved in schools?, if an employer, would you hire our graduates? why/why not?, do you prefer to hire CSU-Pueblo grads?

- Faculty/Staff
  - If you could change one thing to make it better, what would it be?
  - Where is CSU-Pueblo missing it?
  - What obstacles are in students way for degree completion?
  - Difference between faculty/staff/students expectations in their education?
  - Did you need supplemental education to complete your degree?
  - Why don't faculty attend commencement? convocation?
  - Mentorship - what does that look like? What are the tools?
  - Why are you here? Do you understand the mission and vision of CSU-Pueblo?
  - Apathy with faculty/staff
  - Disconnect between admissions/recruiting and faculty/staff.
  - Role in retention?
  - How do you feel you could improve your job?
  - Do you want to be more involved? How do you want to be more involved?
  - Communication? Why don't we respond?

Faculty/Staff group feedback: are we making assumptions when asking these questions?, hire within vs not hiring within, do you view yourself as an educator working on an educational mission?, apathy/burn out, need to ask same questions to faculty and staff to see how questions are answered the same/different, examine workload between tenured and non-tenured faculty, faculty and staff work expectations - acknowledge work may be occurring off campus as well, why are you working here?, include adjuncts in surveys, what is your level of comfort talking about the university?, are you able to adequately communicate about the university?, do your kids go to school here? If not, why?, cross discipline interests? Research? Education?, does the increased use of adjuncts help us with campus culture/ultimately achieve our mission?, if you live outside Pueblo, how can you get your students more involved in the community?, Faculty and Staff need to understand what students go through (customer service)

- Alums

- What helped you to graduate?
- How could we get you more involved?
- When is the last time you have been to campus?
- Would you want your kids to come here?
- How do you speak about the university?
- What would bring you back to campus?
- Recognize the whole person, not just their financial abilities to contribute
- Social events - have you participated?
- Guest speaking opportunities
- Build a relationship
- Personalized letters
- Where are you now?
- Are you applying your degree toward work?
- Memory wall - showcasing over the years the evolution of campus
- How can we serve you now?
- Represent our successful students
- Why do you support/how do you support us?
- Obstacles you overcame and what helped you on campus to do so?
- Do you recruit for/against the university? Damage control needed?
- What is your connection back to the university, i.e faculty, events, and programs?
- Best memories or stories to share? Webpage exposes?
- How are you paying off your debt, if any?
- Did your degree prepare you well? For work? As a member of your community? As a global citizen?
- Are you working in the field of your degree?
- Why did you come/why did you stay?
- Career-focused opportunities
- Have you liked our Facebook page?
- Perception of the university now?
- Would you be a mentor to our next generation of students?

Alumni group feedback: would you complete a masters degree here? Why did you come to CSU-Pueblo and why did you stay?, do you feel like it make you competitive in your field?, Did you feel like you received a good return on investment? Job internships/job placement, staying committed on social media, would you be a mentor?, internal marketing of alums, alums give our students models of achievement, was your degree a good value?

- Students
  - What is the number one reason why you chose CSU-Pueblo?
  - Perceptions/Reputations
  - How can we reach students more effectively? (means of communication/technology)
  - How can we get students on campus before graduating high school/enrolling?
  - Barriers/Challenges to access and success
  - College access process (steps to prepare, apply, and attend)
  - How do our systems meet needs of our unique and changing students populations
  - Decrease accelerating costs of books
  - What does it mean to be an HSI?

- ■ What do you see valuable at CSU-Pueblo?
- ■ Generation's view for us to become first choice? What do we need to do to become first choice?
- ■ ROI: Tuition incentives for retention
- ■ Transfer student experience, customer service
- ■ Programs available? Something we need to add?

Student group feedback: these questions will be asked to current students, why didn't you choose CSU-Pueblo?, if you have friends who decided not to come here, why did they not come?, why are students leaving campus?, is cost a factor?

C. How must we adapt/edit the ULT-generated stakeholder questions in order to prep surveys?
    ...to be addressed at a later time

D. What are our next steps?
   - ● Type up these questions/comments compiled today
   - ● A survey will be sent to the Working Group today. Please respond to provide feedback regarding today's meeting.
E. Questions? Discussions?