

Vancouver Campus Forum – 10/12/2007

Attendance: 42

Has the plan been valuable to WSU and own unit?

- Some were unclear as to what the plan has done for WSU and is unaware of the impact.
- A general idea that the results or successes have not been effectively communicated to the campuses and indicated that being provided a hard copy of the strategic plan at faculty orientation would provide a stronger message regarding the importance of the plan. It's also important to create a bridge between the previous plan and the new plan, such as indicating progress and remaining steps.
- Goal 1 was the motivation for the development of the 6 learning goals which, in turn, was an extremely positive result.
- The first goal was extremely helpful to the sociology department in that they pay attention to the undergraduates more than anyone, and the hope is that goal 2 can receive the same emphasis in the future.

Planning horizon

- A combination of long term and short term goals are necessary. The concern is that if goals are too far in the horizon they will become less attainable. The new plan should be focused on defining the steps such as what is next and where that will lead us.
- The current plan goal # 1 became Vancouver's justification for becoming a 4 year institution, and 5 years later we have reached that goal.
- A five year time period is effective and attainable. Beyond that, the goals become murky.
- Each department independently creates and modifies their own strategic plans. How can those departments integrate their goals into the bigger picture.

Plan for Pullman or all campuses and how to develop new plan so it works for everyone.

- The DTC program was developed here in Vancouver and has moved to Pullman, and we have our own sense of what needs to happen with the program here. The plan must work here and ultimately integrate into the Pullman program.
- Graduate education needs to be a pillar in the new plan. What are the expectations of the Vancouver campus and what resources are available to aid in the participation?
- The word “system” does not appear in the current plan. The system as a whole will contribute to and be beneficiaries of the new plan. It is important to have open lines of communication.

What should be part of the new plan?

- Goal #2 has several facets included within it such as research, scholarships, and graduate education. Do we as an institution want to look at them individually in the new plan?
- Progress on goal #1 was made due to the specificity. Goal #2 was too broad, making it easy to say, “there is no way to meet that goal.” Suggested that we identify which goals need the most emphasis and write them so that they are within reach.
- Vancouver doesn’t fit into current strategic plan. How do we fit into the 6 areas of preeminence or does it even matter?

What will it take to get folks involved in the development of the new plan?

- “What you are doing now (holding forums) is critical.” Taking time out to visit each campus is extremely beneficial, and shifting the location of the planning meetings would continue to encourage involvement.