At the April 23, 2010 CAS Advisory Board meeting, we asked specifically about opportunities for goals 1, 3 and 5. These are some of the comments made by advisory board members:

- Don't forget to build measurement and assessment into the implementation plan.
- Once the objectives are determined, it is recommended to do a "gap analysis" before strategies are developed.
- If gap analysis is done, then implementation plan could go to specific divisions; i.e., each college will have a piece to do.
- It seems important to develop a formal way to get information from alumni – perhaps give a break on loan repayment to students who agree to provide ongoing information. [Perhaps develop an alumni mentor program that connects alumni to current students via SU.]
- An overlooked opportunity is to use technology to drive development. Examples given were self-publishing and iPhone apps. University should value innovation and entrepreneurship, especially since it may be a revenue stream down the road.
- Suggested "SMART goals." [**S** - specific, significant, stretching; **M** - measurable, meaningful, motivational; **A** - agreed upon, attainable, achievable, acceptable, action-oriented; **R** - realistic, relevant, reasonable, rewarding, results-oriented; **T** - time-based, timely, tangible, trackable]
- In the mission statement, there were suggestions that "informed by" be replaced by "influenced by," and "core informs major programs" replaced with "core influences major programs."
- Recommendation for encouraging traditional and non-traditional students working in groups on projects – the latter groups real-world experience broadens the college experience for the former group. Perhaps some sort of peer-mentoring program centered on non-traditional students.