Notes - AMP Updates to Various University Meetings

2/17/10 Planning and Budget Committee
- Provide SWOT analysis sheet for faculty who are unable to attend one of the open focus groups
- Investigate use of social media to market and raise awareness of SU and its programs

2/22/10 Enrollment Management
- Need to better differentiate internally between admission and enrollment management functions – highlight differences in function for staff, need different strategies for each
- Lack of coordination or single POC for external requests for programming – Extended Studies mentioned as most likely POC
- Marketing
    - How to change perceptions that we ARE an institution of excellence – often left off the list of PASSHE schools in this category (i.e big grants, doctoral programs, etc)
    - How to better package and present SU to the community
    - PR experts are needed
    - Can do a better job of working with local communities to publicize local scholarship recipients

2/24/10 Academic Affairs Council
- Concerns about community college transfers
    - How quickly do they connect with their academic department – they are 2 years "behind" in making connections at Ship
    - This can affect the extent to which they develop academic mentor relationships, engage in research & other experiential learning, getting letters of reference, jobs, etc
- Change goal 5 from "globalization" to "global awareness"
- Last sentence of mission statement is a goal and doesn't belong in the mission statement per se
- Concerns that frontline staff, who interface with students and the public every day, have not had a chance to provide input based on those experiences

2/24/10 Graduate Student Advisory Board
- Send AMP update emails to GSAB leadership and they will take to email list and Facebook page. Stephanie will bring any feedback to AMP.
- For focus groups, GSAB indicates grad students have a greater affinity with their program and program head than with GSAB. GSAB recommends asking grad program heads to meet with students in that program and send feedback to AMP.

2/25/10 Undergraduate Student Senate
- Send AMP update emails to leadership
- Use focus group rather than surveys at this point – students are over-surveyed and survey would work best if we had something very specific for students to react to

- Conduct some informal focus groups this spring; with wider focus groups in fall when we have a solid document for students to respond to
- Check with Millersville about how they involve students in the process on an ongoing basis

3/1/10 Executive Management Team
- Include AMP updates in every cabinet (Sax), council of trustees (Lyman/Ruud), and SU foundation (Ruud/Clinton) meetings
- AMP Task Force members will be invited to President's retreat in May
- Some concerns about staff not getting a chance to participate in focus groups (eg HR, facilities)
- Reinforce student-centeredness: reverse 1st and 2nd paragraphs of mission, state "students" in every goal and list them first (e.g. "students, faculty, and staff" or "students and curriculum")
- Consider these items for inclusion:
    - What do we do well and should we keep
    - What do we do not so well and how could we do it better
    - What do we do that we should no longer do
    - General education revision including an interdisciplinary approach
    - Programs
        - different combinations of what we already have
        - refine/define process we currently have for developing new programs, including environmental scanning processes
    - How to make it easier for external parties to connect with Ship for student interns & volunteers, and post-graduation job placements
        - Provost's newly formed Internship Task Force will make recs
        - Send letters (to local business leaders AND rank & file businessmen) letting them know we have students who are looking for such opportunities
- To what extent has PASSHE been informed of AMP efforts, and to what extent is this needed? Lyman will reports to CAOs.