Strategic Planning Interactive Workshop No. 4
Feedback

Goal: Institution of Choice for Employees & Students

IDEAS OR CONCEPTS THAT ARE NOT CLEAR

- What is Carnegie Student Access and Earnings Classification and how it relates to the goal
- Why is MSU not first choice for many students?
- Growth in enrollment is a lofty goal. How will faculty and staff be supported?
- Can support services handle increased enrollment?
- Can we strategically grow programs to fill high demand jobs?
- Better definition of degree seeking vs non-degree seeking
- Maintain spaces we show prospective students on campus
- Love strategy 3
- Strategy 5 – Include Veteran's student services
- Strategy for creating a welcoming environment
- Are we focusing on recruitment based on academic rigor or athletic interest?
- Increase FTNC expectations for enrollment
- Will there be resources to support enrollment growth?
- Need to respond to survey data

WHAT'S MISSING?

- Hiring required to support enrollment growth
- Beautification and infrastructure as a recruitment strategy
- Place huge emphasis on FTNC rather than transfer or continuing students
- Focus recruitment resources outside of Missouri
- Are compensation goals achievable?
- Improve hiring processes
- Is there an opportunity to speak directly to non-traditional returning students?
- Focus on facilities and operations funding for projects affecting students, faculty and staff

OTHER STRATEGIES THAT ARE MORE IMPORTANT

- Work environment as it relates to space needs improvement
- Utilize camps/conferences for recruitment
- Facilitate connection points between prospective students, current students and alumni
- Support retention efforts
- At what point do transfer students become fully MSU Bears
- RE: R2 -Are we listening to students? There is a reason they choose MSU over Mizzou
- Are we committed to recruiting different students?

OTHER COMMENTS

- Where is concern for employee experience?
- Focus on level of participation in Staff Senate
- Staff Senate should be equal with Faculty Senate
- Create space for staff only to eat
- Who are our target students?
- Offer flexible schedule to staff -e.g. work from home
- Increase amount of tuition remission for staff
- Is 30,000 student outcome too lofty?
- Make sure people see results of survey data and it is acted upon
- Include other R2 institutions in our aspirational peer group

CONSULTANT COMMENTS

- The only strategy to address retention is increased funding. What is funding needed for to make a difference in retention?
- There may be to many strategies/tactics to reasonably achieve.