

IUP Discussion Groups
Summary and Observations
04.13.07

Discussion groups were conducted with internal and external university stakeholders during March and April 2007. Nine (9) sessions were held with the following audiences:

- Administrators, faculty, and staff - University Planning Council, University Senate, Administrative Advisory Council, Diversity Council, Dean's Council, Managers (those with that specific job classification)
- President's Cabinet and Council of Trustees
- Council of Chairs
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Marketing and Promotion (DRAFT)

- Elevate the visibility of IUP through implementation of an integrated marketing plan
- Promote a positive image of IUP as an institution of regional and national significance
- Identify and market successful programs that distinguish IUP regionally and nationally
- Engage all members of the university community to support IUP and advance it as an institution of higher learning
- Promote the IUP experience among students and alumni

What are your suggestions for achieving this goal?

Common Themes

Identify and promote IUP identity - promote what is unique about IUP

Engage alumni by keeping them informed and involved in the process of marketing and promotion

Promote achievements and successes to improve IUP's image

Involvement of students, faculty and t

Enrollment Management (*DRAFT*)

- Develop and implement an enrollment management plan

Continuous Improvement (DRAFT)

- Develop and implement a process to assess the achievement of the university mission and goals
- Engage all members of the university community in the process of continuous improvement
- Use assessment information to channel resources toward achievement of the university goals
- Reward continuous improvement throughout the university

What are your suggestions for achieving this goal?

Common Themes

Implement continuous evaluation processes

Accountability - reward and recognition for meeting goals and requirements and hold accountable those who are not meeting the requirements

Money and resources needed to make improvements

Benchmark with outside entities and learn from other universities - national and international universities not just state universities

Outcomes assessment plans for all areas of the university

Participant Quotes:

- *Reward and encourage ways to increase productivity*
- *Get everyone signing from "the same sheet of music"*
- *Taking a look at other universities' successes*

Resource Development (*DRAFT*)

- Expand the financial resource base of the university through research grants, annual giving, endowment, major gifts, and outreach to alumni
- Strategically leverage resources for scholarships, programs, services, and facilities
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Have any major strategic areas been overlooked in the draft goal areas?

Common Themes

Sense of IUP community – campus environment and culture

Communication throughout university on all levels

Enhance and promote athletics

