Engagement and Data Gathering Session

Group: Strategic Planning Team

SPT Partners: Sanaghan, Cooper, and Westbrook

Date: September 18, 2014

Design: Interview

Attendees: 37

KEY DATA: *Please use these five questions as common questions, but feel free to ask additional questions as your team sees fit.*

1. What makes SFA special? Unique?
    a. Truth(s)
        i. Communicate value of SFA degrees
        ii. Be transparent about our strengths
    b. Trend(s)
        i. Emphasis on students finding good jobs upon graduation
        ii. Communicating this trend to prospective students, parents
        iii. Meeting prospective students where they are, personalizing early recruitment

2. What could SFA do or be to encourage you to support the university?
    a. Truth(s)
        i. Connect donations to specific initiative/benefits/interests
        ii. Specific reason to donate to SFA
    b. Trend(s)
        i. Communicate ideas/thoughts/needs
        ii. Final outcomes, results, evidentiary material, proof
        iii. Just ask me!
    c. Unique idea(s)
        i. Be purposeful
        ii. Fine ways to make things happen, ownership
        iii. What do students see as contributions from donors?
        iv. How do we create "experiences" for online students that encourage them to be donors?
        v. Are "we" (SFA) an opportunity for those who want to give?

3. What is one innovative idea SFA should implement?
    a. Truth(s)

       i. Tailor education/curriculum /degree to student needs and job opportunities

      ii. What do you want? How can we provide the education/training you need?

     iii. Responsiveness to student needs—review of curriculum and development classes and develop classes/degrees accordingly

     iv. Connect to other institutions to achieve above graduation based on college identity while personalizing interaction between faculty and students

b. Trend(s)

       i. Partnerships that lead to experiential learning throughout community, enterprise development and career placement

      ii. Technology focused—mobile device initiative, quality tech training for faculty, consistent access to and support of tech in learning

     iii. Integrated thematic clusters of research at undergraduate and graduate levels as well as faculty—both thematic and interdisciplinary

c. Unique idea(s)

       i. Creation of innovation lab to institutionalize innovation across the university

      ii. Reward and recognition system of innovation at SFA

4. What do students need to get from a college education/experience to be successful in life?

a. Truth(s)

       i. Necessary work skills

      ii. Be a critical thinker/problem solver

     iii. Communication skills and network relationships

b. Trend(s)

       i. Self-awareness and adaptability

      ii. Independent living/life skills

     iii. Life-long learning next to values and social responsibility

c. Unique idea(s)

       i. Learn what will make you happy

      ii. Fining support and knowing it's okay—mentors

5. What have we not asked you that you would like to discuss?

a. Truth(s)

       i.

      ii.

b. Trend(s)

       i.

      ii.

c. Unique idea(s)

       i.

      ii.

<u>ALL DATA: Other questions and answers as your team sees fit will follow.</u>

1. Question?
    a. Truth(s)
        i.
        ii.
    b. Trend(s)
        i.
        ii.
    c. Unique idea(s)
        i.
        ii.

2. Question?
    a. Truth(s)
        i.
        ii.
    b. Trend(s)
        i.
        ii.
    c. Unique idea(s)
        i.
        ii.