



IUP'S STRATEGIC VISIONING INITIATIVE

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In the beginning ...

- ◎ The process began in fall 2012
- ◎ Needed broad input to develop the university's vision and strategic plan
- ◎ Cabinet members facilitated test focus groups like the UPC, etc.
- ◎ Considered hiring a consultant ...

The idea evolved ...

- ◎ In February 2013, an IUP journalism professor mobilized 30 students in a PR class to help
- ◎ Taught facilitation and scribe skills
- ◎ Ten teams of three took the show on the road
 - Facilitator, Process Monitor, Scribe

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What were they asking?

- ◎ What makes IUP distinctive?
- ◎ What would you like to see celebrated at our sesquicentennial in 2025?
- ◎ SWOT Analysis
 - Strengths, Weaknesses
 - Opportunities, Threats

And then came summer ...

- ◎ Professor and 11 of 30 students continued work throughout the summer
- ◎ Used IUP directory as a guide; got on existing meeting agendas on and off campus; beat the bushes

They publicized their project ...

- ◎ Used social media to promote efforts: Facebook, Twitter, Vine, LinkedIn
- ◎ Chalked the walk, newspaper, radio, blog

What did they do next?

- ◎ Interviewed more than 450 people, representing all of the university's constituencies
- ◎ Data was collected and coded through NVivo qualitative analysis software
- ◎ Themes were discovered that will be shared and further discussed today

Outcomes of their Adventure

- ◎ Professor/student presented at Shippensburg's Academic Innovation Conference in October
- ◎ Professor scheduled to present at "Evidence-Based Learning and Teaching" Lilly Conference in November

Outcomes of their Adventure

- ◎ Article scheduled to be published in the “Journal on Excellence in College Teaching”
- ◎ Student will present a paper on branding at the Undergraduate Scholars Forum in spring 2014

So ...

WHAT DID THEY
DISCOVER?

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The Results

- ◎ Engagement, Excitement, Pride
- ◎ Challenges and Opportunities
- ◎ IUP Values
- ◎ Who we are and what we want to be
- ◎ Discovered themes - breakout groups
- ◎ These threads were woven into
 - Draft Vision – 207 words
 - Eight IUP Values – 64 words

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Strategic Vision Statements

Indiana University of Pennsylvania is a scholarly community where teaching, research, and service shape students into innovative leaders and transform communities in Western Pennsylvania and beyond.

IUP continuously assesses social and research needs and opportunities and adjusts to meet them.

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Strategic Vision Statements

Students are well-prepared, hard-working, and from diverse backgrounds.

Staff and faculty welcome them to a personal, vibrant college home.

Students are part of strong living-learning communities and have many opportunities to grow and lead.

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Strategic Vision Statements

Professors are active scholars in their disciplines. They engage students in open-ended, hands-on experiences to reinforce and enrich what they learn in the classroom.

Professors use technology to enhance student learning and augment face-to-face and peer-learning experiences that are the foundation of excellent education.

Strategic Vision Statements

Alumni say their student experience was the best preparation for work and life.

They continue to find joy in the bonds they built as students and the new connections they make with faculty, staff, students, and other alumni.

They are proud and they choose to invest in IUP's future.

Strategic Vision Statements

IUP and the communities it serves work together to build a strong society and abundant economy.

Events connect community members, students, faculty, staff, and alumni, building a commitment to their shared future.

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IUP Values

- ◎ Demonstrating an excellent return on educational investment.
- ◎ Knowing our students by name.
- ◎ Offering a range of programs responsive to the needs of students and society.
- ◎ Providing education in appropriate locations throughout western Pennsylvania.

IUP Values

- ◎ Learning and working in small-town locations accessible to a thriving city.
- ◎ Enjoying beautiful, functional campuses and facilities.
- ◎ Using distance learning technology to reach place-committed students.
- ◎ Celebrating engaged, successful alumni.

Our Charge Today

Transforming Students	Responsive Curriculum for the Future	Creating the New Traditional Learning	Educating the Whole Person	Right Size, Right Location
Regionally Relevant Scholarship with Global Impact	Building Communities	Engaging Alumni	Beautiful, Historic, Functional Campuses	Keeping Excellent Education Affordable

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Group Discussion Prompts

- ◎ Is something missing?
- ◎ Is there something that shouldn't be there?
- ◎ How are we doing “this” well at IUP?
- ◎ How can we improve “this” at IUP?
- ◎ What makes “this” distinctive at IUP?
- ◎ How could we better promote “this” aspect of IUP?

Logistics

- ◎ Each breakout group has a facilitator, a process monitor and a scribe
- ◎ You will have 15 minutes to discuss each question within your group
- ◎ Flash drives will be collected, and information will be combined over lunch
- ◎ Choose someone from the group to present your group's findings at the 1:30 session

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Relax and Reflect

Thank you for being here today.

Please relax and enjoy each other's company.

Spend the day reflecting on the great work you do and how important it is to the betterment and future of our university.

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After Today...

- ◎ Revisions based on input from today
- ◎ Final version published in late November
- ◎ University Senate and Council of Trustee endorsement in December
- ◎ Guide for Strategic Planning