CIC Conversation Summary

**Positives/Advice**

- Once we have a clue of what the draft strategic plan is, we should have a process where everyone should have the opportunity to share feedback before final product
- We need to trust the word-smithers to word smith once we get that point
- Different modes of feedback would be helpful. Emails, written surveys, big meetings, go to their work spaces, focus groups, staff meetings
- Tone should be “We value you, we want and value your feedback”
- Perhaps create like groups, ex: just GAs talking to GAs. We would be more comfortable
- We should capture feedback from students, how to make sure commuters, non-traditional students voices are heard as well
- Community advice as well? City?
- Maybe getting constituents involved in the beginning to help us shape over thinking about how we are perceived. Then we shape the end process.
- Have we looked at how other divisions do this? Benchmark other institutions?
- Do we involve student and graduate senate? They are representative bodies.
- We need to change our language during these processes. We need to think about what the learning outcomes are for the process, for the plan. “Plan, do, study, act.” If we used this philosophy, then we would actually measure what we are doing…
- What’s the assessment cycle? How do we share the metrics?
- Should we have incentives to get feedback? How do we get the students involved?
- How do people see themselves in the metric? Department heads should be involved with their teams to actualize the plan.
- What can we do to communicate? Video- info graphic to see how each department connects to the whole and how each student can/ will be impacted by the plan?
- How do you continue to make people feel a part of the process/plan? Will they actually affect/help us to do budget reductions?
- Department heads should not just speak for their departments? We should mix it up perhaps and have different leaders advocating for departments or communicating with departments.
- If there is a leadership priority- just say it. It is frustrating to keep that hidden.
- What hat am I wearing? Am I earing and advocating for the CIC in this process? Advocating for DOSA? Advocating for the whole University? Which hat are people wearing throughout the process and do we need to be clear about which one for what part of the process?

**Negatives/Pitfalls to Avoid**

- Bargaining unit people-don’t check email perhaps regularly so an email survey won’t be great
- We don’t take the time to hear everyone’s voices
• How do we match the vision to what we are actually doing is a backwards way to do it.
  We should not start with what we already do
• We should make sure the directors don’t filter communication

**Communication**

• Is there some kind of UCM campaign that we could utilize for advertising this process? Website, updates along the way (like the presidential process, let the group know what’s happening, even if it’s “we’re going to go silent” for a couple months), Perhaps the media team can help?
• We have to be clear about what the process is so everyone understands. Transparency is important.
• Communication should be internal as well, and an on-going process even after the strategic plan is finished. We shouldn’t have a meeting unless it’s tied to the strategic plan! Everything should be able to be related to our plan.
• “Student focus” – it is too easy and too broad - we do not have to challenge ourselves.
• Like UCM; have little workshops/meetings about smaller sections of the plan so people can provide feedback
• One message, unified coming from the leadership team at the beginning *and throughout* would be important. What if someone’s ideas don’t make it to the plan?
  How to keep all people engaged, but understanding that not all ideas will make it through to the end of the process.

**What is more important, the process or the product?**

• Both! Process informs product
• If you have a great process, it’s a great product
• Process of creating the product and the process of implementation are separate
• I like for leadership to set the tone first, camel example- a horse designed by committee is a camel!
• A funnel process, comes down from leadership and the group focuses it and works on the implementation.
• Top down vs down up?

**Outside or Inside facilitator?**

• Inside/outside person, someone who is from the university, but not a pure outsider
• We spend too much time providing context for outside people
• A Student affairs outside consultant would help us bring in a good and different perspective

I also wanted to suggest Pete Mather as a person that might be a good person to lead the charge on this strategic plan. I think that a lot of people get negative when they hear they have to
participate in strategic planning. Having Pete and his positivity model may help break some of that negativity. Also I know he did a year plan for UC as dean so he has a little bit of experience doing large scale plans.

Thanks,

Brian