Event Services Listening Summary

**Positives**

- Let’s make sure that everyone’s voice is heard.
- Anonymous flip charts and anonymous suggestions cards, google docs where people can fill in suggestions, etc.
- Allow for spaces where all feel comfortable sharing and giving feedback.
- Multiple avenues to make sure that the voices can be heard (online, open forums, etc.).
- Focus group style is helpful; Last strategic plan when we went to departments and asked directly for feedback was really helpful.
- Subcommittee work is helpful, divvy up the tasks into smaller groups and more people can participate.
- Perhaps each department could vote for people to represent them on the smaller work group? (All would vote for Tim). 😊

**Negatives**

- Starting of the process with a cold SWOT analysis is not helpful. People need context and a starting point.
- It’s frustrating when you put all this work into creating the plan, but it’s so broad it doesn’t affect your day to day.
- How does it affect me in my day job is important.
- We need the sweet spot – The result needs to be somewhere between a Doug Franklin flow chart and a bumper sticker.

**Ideas on the Process**

- Where is the connection with the larger university? If we are asking how the end result can shape the whole campus – than we should ask people we work with (like maybe faculty, students; Athens city/ chamber of commerce) for feedback.
- We could treat these external feedback people as external consultants to our process. (Example from when the search consultants visited with us to learn more about DOSA for Jason’s search and articulated for us our uniqueness around student employment).
- We might also be able to discover new relationships or partnerships that we could forge by inviting others into our process.
- How do we start this process if we aren’t going to start with a cold SWOT analysis?
- What are we trying to achieve? Start with that.
- Moonshot vs. ground up? Which is a more helpful start?
- Look at our old strategic plans first (or other institutions strategic plans) to allow people to understand what the final product should look like.
• We could ask alumni who are DOSA people for their opinions.
• A general focus/direction from leadership would be important to get us started.
• General examples > are we starting with retention as a focus vs. on-line student services being the most important. Guidance in the beginning would be helpful.
• How will the plan affect Budget decisions and vice versa needs to be taken into account.
• What function do we want the strategic plan serve?
• How do we make it live and not just sit on a shelf?
  • Stop calling it a plan. It feels over. Call it a strategy.
  • Strengths example - daily reminder. How to keep it in front of your face at all times.
  • It needs to be front and center; division meetings, newsletters, reports; goals and check-ins; reminders. We need to have a marketing strategy for the plan.

**Outside/ Inside facilitator**

• Resources and cost needs to be considered in answering this question.
• Maybe a hybrid process where a consultant could help us shape the process and get us started.

**Process vs. Product**

• Can you have one without the other?
• Is there really a product at all if it is a living document?
• Both are important.
• They inform each other
• It’s a continual process
• Process is more important
• Maybe shouldn’t have an end date, we should just have a constant working plan that has a continuous improvement cycle built into it.
• If I’m not a part of the process - I won’t care what the product is.
• But wait > the product really is important to me. 😊