



Strategic Planning Steering Committee Meeting

November 25, 2019

3:30 – 5:00 p.m.

President's Hall

AGENDA

1. Introductions
2. SPSC role (review)
 - a. Anatomy of a strategic plan
3. Theme committee role (review) and status of each committee's launch/initial meetings
 - a. Problems or concerns?
 - b. Plans?
 - c. Needs?
4. Review of currently available data and strategic planning-related outreach underway
 - a. Web site resources
 - b. Other resources in IRP
 - c. Outreach to/surveys of key stakeholders this fall
5. Fitchburg State today
 - a. 2015-2019 performance trends
 - b. 2020 admissions office SWOT analysis (*attached for review in advance*)
 - c. Current-state data (FSU status and position relative to peers)
6. Reactions to the Opening Day fix-flaunt data-gathering exercise (*results attached for review*)
[Note: SPSC members are asked to review the responses before the meeting, looking for and making note of key themes that seem to be echoed throughout and that therefore suggest strategic issues to be addressed during this round of strategic planning.]
7. Inferences to be drawn from the verb-prompt "launch" survey
[Note: SPSC members will be asked to pair off to each analyze the responses to two of the verb prompts before our next meeting.]
8. Plans for December 2 Open Forum
9. Scheduling next SPSC meetings
 - a. December
 - b. January (half-day retreat)

Mission

Fitchburg State University is committed to excellence in teaching and learning and blends liberal arts and sciences and professional programs within a small college environment. Our comprehensive public university prepares students to lead, serve, and succeed by fostering lifelong learning and civic and global responsibility. A Fitchburg State education extends beyond our classrooms to include residential, professional, and co-curricular opportunities. As a community resource, we provide leadership and support for the economic, environmental, social, and cultural needs of North Central Massachusetts and the Commonwealth.