



**Strategic Planning Community Town Hall Meeting November 5, 2012**  
**Sedgwick County Extension Education Center**  
**Wichita, Kansas**  
**Meeting Notes**

The hosts for the town hall meeting were Cindy Claycomb, Wichita State University, and Ed O'Malley, Kansas Leadership Center, Co-Chairs of the Wichita State University Strategic Planning Steering Committee.

Cindy Claycomb welcomed the 48 attendees at the meeting and thanked them for taking time to attend this event. Other steering committee members who were present were introduced. Claycomb explained that WSU President John Bardo has given us an awesome opportunity to help shape the future of the university. The Strategic Planning Steering Committee is working to get as much input from the community as possible.

Ed O'Malley echoed the significance of this process for Wichita State University. To the best of our knowledge this process has never occurred at the university. The Kansas Board of Regents is also very encouraging about this process. He stated that tonight we want to hear from you, the attendees. He explained that three questions would be presented for discussion at each table. After a time of discussion the groups will share some of their answers with the entire group. All notes will be collected, compiled, and shared with the larger steering committee.

**Question 1: What is going really well at Wichita State University and what could be going better?**

**Responses to what is going really well:**

1. Center for Community Support and Research has a way of helping non-profits.
2. NIAR and computer retraining.
3. Cooperative Education - work based learning opportunities.
4. Athletic performance and student academics.
5. Reputation of a high quality institution.
6. Distinguished Scholarship Invitational a good way to bring talent in from many different areas.
7. Barton School does a good job of outreach to area businesses, making contacts for students.
8. Education outreach is also positive.
9. Engineering is also very active in the community.
10. Transferrable credit and dual credit opportunities for high school students. Waiving tuition for high school students.
11. Coop programs are very active.
12. Basketball!
13. Athletics, baseball and basketball.
14. Aviation research - NIAR.
15. Resources.
16. Interdepartmental relations.
17. Good web site.
18. Work based learning experiences

19. Value per dollar.
20. Emphasis on entrepreneurship, faculty are business people.
21. Class enrollment is stable.
22. Athletics are drawing positive acknowledgement for the school.
23. Dr. Pendse is getting good press on technology accomplishments.
24. John Tomblin and NIAR doing well.
25. Athletics.
26. National Merit Scholars.
27. Engineering/NIAR handled cuts well.
28. WSU has a strong presence in the community, through marketing billboards, television, etc.
29. Also a good representation of alumni in the community.
30. Everything in general is going well, but we don't believe there are a large amount of things going "really" well.
31. The College of Engineering is doing a great job in recruiting prospective students into their programs. Going to high schools that are strong in engineering areas and focusing on those students.

**Responses to what could be going better:**

1. Increase in school spirit.
2. Football team.
3. Cooperative education needs more diversity into sectors that are not only for profit.
4. International students are not set up (lack of public transportation, etc.).
5. TRIO - lost generation.
6. Smaller classes.
7. Post-secondary help for the intellectually challenged.
8. Distance/online education offerings, including telecasts.
9. Sell ourselves.
10. Could publicize what we do better.
11. Process of working with high school students - more streamlining.
12. More scholarships for NOT the top 10% of students, but the other 90%.
13. Publicize campus life more.
14. Lack of knowledge about WSU in the community.
15. Need more information about what we "wanna" be, where we "wanna" go.
16. Community doesn't know us.
17. Potential students don't think of WSU first.
18. Football.
19. Incubator programs.
20. Market what you are doing to the community.
21. Communication could be better for us to know what is going on.
22. Parking could be better.
23. Campus environment could be better, seems to be a commuter school.
24. Perception that Wichita State is a distant third to the other big state schools.
25. Customer service.
26. Football.
27. The Barton School of Business needs to stop relying on the reputation they believe they have (which is based upon very out-dated information or beliefs). They would benefit from recruiting prospective students and stepping out more.

28. More focus on research and in the community. Being more involved in research in other fields than engineering - branch out.

**Question 2: What opportunities does WSU need to seize? What external threats could cause problems for WSU?**

**Responses to what opportunities does WSU need to seize:**

1. Have WSU look towards the future with regard to career placement and careers in which there is a demand.
2. Build upon a community focus on campus to reinforce the college experience.
3. Crisis in math and science teacher openings.
4. Certification for teachers without taking a leave of absence.
5. More flexibility with graduate studies.
6. Satellite campuses need to be more utilized.
7. Hybrid class offerings.
8. Needs assessment for postgraduate degrees.
9. Get high school kids on campus - more than a campus visit. Have events for them. Host a high school basketball game or other high energy event.
10. Partner with medical community.
11. Small entrepreneurs - seize them and welcome them.
12. More scholarships.
13. Location.
14. Hybrid education, integrate with high schools, exploding home schools.
15. Online classes.
16. Students that did not complete a WSU degree.
17. Tie-in with high schools - build relationships with high school students.
18. More private investment in the school's programs for job creation like internships.
19. Maybe more credibility for non-accredited programs for all classes of students.
20. Marketing to the world-wide student.
21. Teaching quality.
22. Grow enrollment.
23. Keep high school students in Wichita.
24. Acquire and develop area surrounding the main campus (Shockerville).
25. Innovation through incubators nurturing intellectual capital.
26. Sell ourselves well.
27. Student loan debt - WSU is affordable.
28. WSU is not second to other schools in the state.
29. Have campus life for the commuter student.
30. More connections to K-12 community, especially high schools.
31. Take advantage of students in neighboring states - reciprocity.
32. Degree completion online.
33. Creative coursework and merging colleges.
34. Grants and outreach.
35. Rethink our delivery systems.
36. Research (with research comes funding) and grant money.
37. Professors working in the private sector to keep funding as well.

38. Online programs, keeping costs down and using less resources.
39. Students that did not complete their degree while at WSU - keep or get in touch with them to return and finish.

**Responses to what external threats could cause problems for WSU:**

1. Rising costs of education. Some schools (Pittsburg State University) allow out-of-state students to pay in-state tuition.
2. Predominance of community colleges in the area. Keep students at WSU after their second year.
3. The economy.
4. Name of university - does the fact that WSU is named after a city give it less prestige than say KU or KSU?
5. Graduate students have no source of financial aid.
6. How other Division 1 schools bring in so much money, we can't compete.
7. Aviation industry highs and lows.
8. Lack of average.
9. Lack of resources.
10. Not residential campus - make threat an opportunity for high standards, credibility, etc.
11. Online courses.
12. Rising costs.
13. State funding flat.
14. Grow enrollment - male to female ratio changing.
15. The risk is technology that would keep WSU from getting across to that market, i.e. other institutions.
16. Two-year costs of going to school may become more of a competitive factor.
17. Cost of in-school education may be a factor because of technology.
18. Loss of funding.
19. Surrounding area development - land locked.
20. Community colleges.
21. Higher education staying relevant.
22. Competition.
23. The economy.
24. Student loans decreasing.
25. State funding.
26. 16 colleges/universities in Wichita competing for our students.
27. Rising tuition - student loans missing.
28. Other online programs offered.
29. Lower number of males pursuing higher education
30. State funding is not something to rely on.
31. Funding in general to keep up with demands.
32. Pool of high school students in Kansas is flat - how do we grow enrollment?

**Question 3: What visionary goals should WSU be considering? What would make WSU a WOW university?**

### **Responses to what visionary goals should WSU be considering:**

1. Create some type of institutional funding for "middle-of-the-road" students.
2. Look out to 10 years in future and determine what the employment/job needs will be.
3. Campus-centered university with small college shopping area.
4. Showcase things on a national level, e.g., Gordon Parks, Centers of Excellence around campus.
5. Uncover the gold mine.
6. Excellent customer service with money back guarantee if you don't graduate in six years.  
Implies excellent advising.
7. Be community focused.
8. Be a partner.
9. All on campus working together.
10. Expand diversity brand.
11. Create industries.
12. Maybe expand the WSU footprint throughout the city campuses.
13. More research and grants.
14. Closer ties to the private sector, medium to small size businesses.
15. Don't let tradition become a roadblock to the future.
16. Internship programs to more if not every student.
17. Pick an area and excel.
18. Increase enrollment to 20,000 by 2020.
19. Become the college of choice for completing your degree.
20. 4-year dental school.
21. Research and innovation transfer incubator.
22. Build a stronger sense of belonging for commuter students.
23. Athletics - join the big 12/football.
24. Develop a better Greek system (promote, more options).
25. Expand and diversify brand of WSU beyond Engineering into other academic and research areas.
26. Becoming more reactive to changing demographics.
27. Become a driver of an industry other than aerospace for the Wichita community.
28. Take the athletics model for recruitment, retention, and graduation rates, and expand that to the entire university.

### **Responses to what would make WSU a WOW university:**

1. Create an environment whereby we advertize the number of students who attend WSU and graduate/get jobs/be career-focused.
2. Football.
3. WSU reach out with community service/paint the town day and involve all 14,000 students.
4. Create as many patents as the rest of the country.
5. Success with composites (CIBOR and NIAR).
6. Make WSU visible on a global focus.
7. A national championship.
8. Money back guarantee.
9. Excellent customer service.
10. Lean on city to make the perimeter around WSU better.
11. Produce as many patents as the state on a consistent basis.