National Advisory Council Discussion Group Comments

September 28, 2012

**1*. What do you see as WSU’s key strengths? Key weaknesses?***

**Group 1**

Strengths:

* Professional schools (growing here is *crucial*): CHP, Business, & Engineering colleges
* NIAR: Business relationships, public and private partnerships & internships, quality of staff
* Aviation programs have culture of excellence, engineering college connections to aircraft industry and high schools
* Great Education Department producing quality teachers
* Cultural center: faculty/staff & students participate in the arts community, excellent Fine Arts programs
* Urban location: the only Kansas public urban university, vibrant economy with sufficient population, largest urban university in the state
* Foundation endowment: respectable endowment related to the communities we love
* The best possible chain of NAC in the world!
* President with global and local reach
* Known for excellent athletics programs

Weaknesses:

* Old mission is meaningless, lack of common goal
* Growth is crucial, need to be proactive in seeking relationships
* Too much dependence on manufacturing though community is losing manufacturing, job pool shrinking
* Need differential tuition for CHP, Engineering, & Business—not competitive in attracting top notch students
* Money constraints prevent attracting top notch faculty (positions open for a year), lack of investment in faculty communications
* Declining state support to avail expenditures
* Poor housing on/off campus impacts enrollment, fundraising
* Poor/no branding
  + Too much Wichita, viewed as a city college
  + Generally understated image

**Group 2**

Strengths:

* Size of endowment vs. product offering
* Athletics (WSU Basketball)& community pride of successes
* Community support/love
* University is a cultural center—fine arts and symphony involvement in the community, Miró/Ulrich museum, outdoor sculpture collection
* NIAR/Engineering connections—aviation sector, community partnerships with Spirit, Learjet, Cessna, job pipeline in aviation
* Dental school possibilities
* Professional schools—Engineering, Medical, Education, Dental school emphasis
* Education program’s interaction with schools
* Unique urban-serving university vs. destination university, good location for an urban university
* Affordable education: alternative to KU/KSU
* Global reach—Barton international
* New Rhatigan Center

Weaknesses:

* Student housing needs major improvement
* On-campus activities lacking—absence of campus life/vibe
* Aging facilities
* Available land infringes on the golf course
* Campus location still has an unsafe reputation
* Aviation OEM still in recession
* Lack of focus on computer sciences, weak graphic design program, no focus on eliminating poor performance
* Entrepreneurs’ ideas small, slow to innovate on advanced manufacturing
* Potential Ulrich director might not be as strong
* Lack of growth—7000 students is too low
* Declining state support
* WSU as a regional/urban university
  + Concept of “urban” without proper description is meaningless
  + Without concept this has the potential to be seen as a 4 year community college
* Poor branding/public image as a whole
  + Ad campaign doesn’t appeal to students, has weak messaging (Butler is rocking with culinary schools/market price)
  + What are we known for? Make this clearer.
  + Who are we and why aren’t we communicating it?

**2*. What do you see as the external opportunities? Threats or obstacles?***

**Group 1**

Opportunities:

* Revitalize existing spirit with activities that result in new interest
* Assist small businesses with grant production talent – beyond university needs
* Opportunity for startups to stay through maturity in metro area
* Nature/changes of manufacturing – shift skills

Threats:

* Rate of change vs. culture of the area
* Venture capital money – difficult to bring to Kansas
* Threats to aerospace industry – threat to Wichita

Obstacles:

* Weight of change (university model) – staying power
* Student debt average

**Group 2**

Opportunities:

* NIAR
* Work with KU Med School – have KU students come here for clinical experience
* More use of the virtual reality lab
* Engineering has good partnership with Cisco& other companies, works with nonprofits & companies to help with health issues
* Every business needs the network & experience – train more people to do this – nationally important, huge strength
* Enable departments to work together through multidisciplinary programs, better organize facilities for more department interaction—each department would bring something different to the table to accomplish various external opportunities
* Using research for replacement of materials for bodies
* Using carbon materials for manufacturing
* New dorms will help recruit students with the abilities to tackle the above opportunities& give them collaborative space for an exchange of ideas

Threats:

* Ground ourselves in reality – realize Kansas is a manufacturing state
* Change from industrial to communication
* Make our resources competitive with resources overseas

Obstacles:

* Good software needed for area businesses – we need to jump on this bandwagon
* Need space for everyone to exchange ideas like the Shocker Club
* Lack of technical entrepreneurship in Wichita (grads in Computer Science & other programs go elsewhere)

**Group 3**

Opportunities:

* + Quality programs that nobody knows about
  + Partnership with business in metro area (internships/co-ops with the community)
  + Opportunity for employment during school

Threats:

* + Competition from low priced junior colleges, small universities, and online programs
  + State funding dwindling
  + Competition with large well-funded foundations/universities

Obstacles:

* + Communicating our quality to the marketplace
  + Lack of “college” atmosphere
  + Financial resources to compete with other institutions for students.

**3*.If you were the new president of WSU, what 5 to 10 goals would you establish? How long would you allow to reach each of these goals?***

**Group 1** Note: Group did not establish timeline

1. Increase Enrollment – Growth

* Residence halls – increased enrollment, athletic housing hurts recruitment
* Advertise to outlying communities – KC & OKC
* Examine policies re. tuition & out of state tuition—we lose local students
* Need to market our co-op program better, but have other employment option available outside the co-op
* We don’t “allow” intern placement out of business school because it’s competition with the co-op

1. Quality Marketing

* Better branding – market our quality: if we have great faculty, highlight them instead of students.
* If Boyer model works, do it. Why should there be tenure? University should not be democratic. How will we measure quality?
* Price Value – you can get a world-class education and not be heavily in debt. What is our average student debt by comparison? Are our faculty salaries competitive?

1. Student Life

* (Group did not elaborate on this topic)

**Group 2** Note: Group timeline indicated in brackets

1. Create an environment/culture of change [*Begin now & significant results 3-5 years*]

* Revolution *not* evolution

1. Improve quality of Student Life [*In next 1-2 years*]

* Expand Greek system
* Improve quality of athletics
* Establish new residence halls& restaurants/dining/activities

1. Establish scorecard to measure progress/outcomes [*Immediately*]
2. Distinctive programs that are *known* and *respected* nationally *[2-3 years*]

* Enhance image of targeted programs i.e. “get on the list”
* Prioritize what to: begin/enhance/eliminate

1. Student growth [*Start immediately*]

* Define what students we want and what programs we are recruiting for
* Recruit top students more aggressively/develop plan for recruitment