University Assembly

October 30, 2019

AGENDA

1. Incoming Class and Budget Update – Allan Belton and

   Joanna Gregson
2. Strategic Plan – Allan Belton and Jen Jenkins
3. GBC-Nursing Update – Dan Lee
4. Bjug Day Update – Dan Lee
5. Presidential Commission – Cameron Bennett
6. Academic Program Update – Joanna Gregson
7. Q & A

Meet PLU's Newest Undergraduate Students!

- <u>597 First Years</u>
  - 3.70 average GPA
    - 345 (57%) have >=3.7
    - Only 3 below a 3.0
  - 1193 avg SAT/ 26 avg ACT
  - 20% 253 PLU Scholars
  - 36% Male
  - 43% First Generation
  - 13% Lutheran
    - 12.6% Catholic
    - 21.1% non-denominational
  - 44% Students of Color
    - 15% of incoming class self-identifies as Hispanic
  - 38% Pell eligible

- <u>162 Transfers</u>
  - 3.43 average GPA
  - 43% Male
  - 32% First Generation
  - 30% Pell eligible
  - 6% Lutheran
    - 39% non-denominational
    - 16% Catholic
  - 25% Military Affiliated
  - 33% Students of Color
  - Average Age: 24.5

An Industry in Crisis

- Perceived value of higher education

- A demographic story
  - Low birth rates
  - "Unremarkable" immigration rates
  - Low unemployment

Enrollment Summary: Fall 2010 - Fall 2019

	2010	**2015**	**2017**	**2019**
Undergraduate	3,267	2,860	2,709	2,695
Graduate	276	331	358	367
Total	3,543	3,191	3,067	3,062

Implications

- Continued Enrollment Decline
- Revenue Contraction
- Budget Pressures
- Fatigue

Budget

- Ongoing Work
- Current Budget
- Open/Unfilled Positions
- Expense Control
- 2021 & Beyond

Strategic Planning

University Assembly
October 30, 2019

Strategic Planning

- Began in December 2018
- 3-5 year horizon
- LRPC & Dr. Patricia O'Connell Killen
- Draft plan for a new president

Strategic Planning

Core Values & Mission
- Historical Context, Core Themes

Vision
- New Vision Statement & Narratives

Goals & Strategic Objectives
- Four Goals with 2-3 Key Objectives Each

Action Steps
- Time specific, Assigned, Measurable

Strategic Planning

- Identity & Messaging
- Environment & Well-being
- Resources & Stewardship
- Innovation & Change

Strategic Planning

Identity & Messaging

Effectively communicate PLU's distinguishing educational advantage to diverse internal and external audiences, with particular focus on potential students and their families.

Strategic Planning

Environment & Well-being

Continue to develop as a learning, living, and working community that effectively welcomes, challenges, and supports the success and well-being of all students, faculty and staff.

Strategic Planning

Innovation & Change

Create a culture of continuous innovation and establish effective change management processes to ensure that all aspects of the university's business model remain nimble and adaptive to student needs and market demands.

Strategic Planning

Resources & Stewardship

Align, grow and steward fiscal resources to invest in academic and co-curricular programs, facilities, technology, and human resources, so that we might fully realize the university's mission of care.
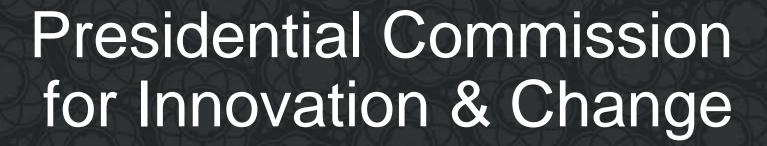
Strategic Planning

Next Steps

- LRPC currently formulating action steps and coordinating with MarCom to develop a website dedicated to strategic planning at PLU
- Nov. 7 LRPC meeting: Finalization of action steps & dissemination of Strategic Plan draft to campus shortly thereafter for review
- Early December: Two open forums for soliciting feedback, questions, concerns relating to draft (dates/times TBA)
- Spring 2020: LRPC reviews feedback & finalizes Strategic Plan document
- May 2020: Finalized Strategic Plan presented to Board of Regents at Spring Meeting

GBC Nursing Update
Bjug Day Update

University Assembly
October 30, 2019

Membership

- Cameron Bennett, Arts & Communication

- Kory Brown, Business

- Melody Ferguson, Enrollment Management

- Erin McGinnis, Hospitality & Retail Services

- Adela Ramos, Arts & Sciences

Charge

- Source, develop, and bring new ideas forward

- Make recommendations to the President & Provost

- Assist in the coordination and implementation of approved concepts

Goal

- Develop ideas & priorities that position PLU for long-term financial health to deliver our mission

- Dedication to PLU and to the stewardship of our mission and future

Timeline - FALL

- November - December 2019
  - Website
  - Survey: Call for Ideas
  - Nominees Forums
  - Meetings with Councils & Committees
  - "Office Hours"
  - Individual/Group Meetings

Timeline - SPRING

- January - Spring 2020
  - Filter & Categorize Ideas
  - Meet with BoR, Alumni, Community
  - Further campus meetings
  - Workshops
  - Form Working Groups
  - Ideas to Reality

Avenues for Engagement

- Scope - think big / bigger

- Call for Ideas
  - Survey & Individual/Group Meetings

- "Office Hours"

- Attend meetings

- Join Working Groups