



OFFICE OF THE BOARD OF TRUSTEES

## Public Meeting Notice

January 13, 2017

TO: Southern Oregon University Board of Trustees  
FROM: Sabrina Prud'homme, University Board Secretary  
RE: Notice of Quorum: SOU Board Focus Group Session

The Southern Oregon University president will hold a focus group session for the board to discuss SOU's institutional values on the date and at the location set forth below. A quorum of the board will be present for the session.

The meeting will occur as follows:

Friday, January 20, 2017  
7:45 a.m. to 9:15 a.m. or until business concludes  
(Breakfast will be provided for trustees)  
Hannon Library, 2<sup>nd</sup> Floor, Room #206

The Hannon Library is located at 1290 Ashland Street, on the Ashland campus of Southern Oregon University. **To arrange special accommodations, please contact Kathy Park at (541) 552-8055 at least 72 hours in advance.**

**Southern Oregon University  
Board of Trustees  
January 20, 2017**

**Purpose**

The purpose of today's meeting is to provide an opportunity for board members to identify and discuss their views of SOU's institutional values. The Board of Trustees is a critical stakeholder in the university's strategic planning process. As such, it is important to hear and integrate the trustees' opinions, observations and aspirations for SOU and the values the university espouses - the principles and perspectives that guide and influence its daily work, relationships, and decision making processes. The trustees represent a mix of current and former SOU students, faculty and staff; long time Rogue Valley residents and supporters; and persons who are newer to the area and to SOU. All are engaged in developing a governance structure and board culture that serves SOU's students, faculty, and staff, and advances the university's goals and interests beyond the campus.

**Mission Statement and Commitments**

SOU Strategic Plan for Distinction and Sustainability 2009-2014

**Mission Statement** (approved February 2008)

- Southern Oregon University is an inclusive campus community dedicated to student success, intellectual growth, and responsible global citizenship.

**Commitments**

Southern Oregon is committed to:

- A challenging and practical liberal arts education centered on student learning, accessibility, and civic engagement
- Academic programs, partnerships, public service, outreach, sustainable practices, and economic development activities that address regional needs such as health and human services, business, and education
- Outstanding programs that draw on and enrich our unique arts community and bioregion. [a region defined by characteristics of the natural environment rather than by man-made divisions]

**2017 Strategic Planning process definitions/descriptions**

- **Mission:** The reason for the organization's existence

The mission statement identifies the university's primary purpose and its reason for existence; it focuses on the current state and not what it would like to be in the future.

- **Vision:** The desired state of the organization

The vision statement is the view of future aspirations - what the university hopes to become.

- **Values:** The principles and perspectives that guide and influence daily work and the organizational culture

These guide the university's daily work, relationships and decision making processes; they help to define the culture of the university.



## STRATEGIC PLANNING The Planning Process

### General Principles

- a. Transparent, collaborative, and iterative
- b. Model: College of William and Mary:  
<http://www.wm.edu/about/administration/strategicplanning/about/index.php>

### Stage One: (Winter 2017) Understanding our current reality and thinking about what a sustainable, productive future looks like

- a. Form Strategic Planning Committee - University Planning Board (currently 21 members, broadly representative). Add Institutional Research, Budget Office, IT, Foundation. Others?
- b. Use data to develop a common understanding of the profile of our students, their motivations and distractions, and what they do when they graduate.
- c. Clarify our fundamental values, our ethical commitments that should guide us as we move forward.
- d. Think about the future of higher education and this region.
- e. Form Professional Learning Communities to explore relevant questions (see below). Form groups of 7-10 people by nomination or self-nomination. PLC's will come together in an "expo" to share their research, written summaries of their work, and bibliographies so that others may explore.

### Stage 2: (Spring 2017) Building on what we learn, analyze our strengths, weaknesses, opportunities and threats; then articulate our vision for the future, our clarified mission, and our guiding values

- a. Facilitated focus groups – faculty, staff, students, Board of Trustees, Foundation Board, donors, Alumni Board, alumni, community members. Others?
- b. Presentation of results to campus before the end of spring term.
- c. Report progress to the SOU Board of Trustees.

### Stage 3: (Summer 2017) Formulation of draft goals

- a. The Strategic Planning Committee and university leadership will draft goals to share with campus and others for feedback.

**STRATEGIC PLANNING**  
**The Planning Process (Continued)**

- b. No “summer surprise” – work will continue but everything will be shared with campus when everyone is back in September 2017.

**Stage 4: (Fall 2017, early Winter 2018) Finalization of goals and formulation of objectives to achieve goals**

- a. Form sub-committees focused on each goal – may include outside members for their expertise.
- b. What do we need to do in order to achieve each goal and how will we know when/if we succeed?
- c. Report progress to the SOU Board of Trustees in fall; present for approval in January.

**Stage 5: Annual assessment and review (ongoing)**

**Southern Oregon University  
Board of Trustees  
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**Discussion of Values**

**Please read the linked article, "3 Statements That Can Change the World: Mission/Vision/Values," by Hildy Gottlieb. This article provides an overview of and general context for strategic planning.**

**Click here: [http://www.help4nonprofits.com/NP\\_Bd\\_MissionVisionValues\\_Art.htm](http://www.help4nonprofits.com/NP_Bd_MissionVisionValues_Art.htm)**

**Questions to consider**

Why is it important – or is it – for SOU to take the time to define HOW it does its work? To clearly articulate for communities both outside and inside the university what talk you want to walk? (Gottlieb article)

What are the ingrained guiding principles, the cultural cornerstones that govern everything SOU and its leaders do?

How will properly defined values help to shape the culture of SOU? Of the Board of Trustees?

Though we're not here today to recast the Mission or Commitments, are there characteristics or elements in those statements that accurately reflect your views or aspirations for SOU?

What are examples of values that can never be compromised, either for convenience or external pressure?

What decisions or processes facing SOU might put its values statements to the test? (admissions, enrollment policy, financial aid, athletics, student newspaper, shared governance, budget)