

**Strategic Planning
Academic Programs Sub-Committee
August 7, 2009**

Revised Mission Statement

The Committee was given the revised Mission Statement.

The committee felt the revised mission statement was not inclusive of Washburn Tech.

Another mission statement had been provided, written by a member of the SP council that intended to reflect the concerns and comments of the subcommittees. Roxanne suggested that the mission statement by David was more inclusive of Washburn Tech.

Steve requested comments be sent to him or Julie Mazachek as the development of the Mission Statement would be an ongoing process.

Guest Presentation:

Steve Jenkins, Senior VP–Economic Development
Greater Topeka Chamber of Commerce/GO Topeka

P: 785.234.2644

E: sjenkins@TopekaChamber.org

Steve Jenkins presented an economic development overview in which he identified targeted sectors, growth sectors and emerging sectors for the Topeka/Shawnee County area.

<p>A summary of this presentation titled, “GO Topeka, 2009 Marketing Blueprint (Excerpts),” is available in pdf format.</p>
--

Q&A Session following presentation:

- **On what programs should Washburn focus in order to meet the needs of the workforce in the future?**

Jenkins: Mechanical, electrical, computer, sciences and biosciences all have broad applications to a number of industrial areas. We will see fewer workers with more capital investment up front for amore highly skilled (educated) workforce.

The workforce of the future will be more highly skilled/paid and trained, with robotics and similar technology taking the place of lower paid unskilled labor. Continuing education also will be important to these industries to keep the worker skill set sharp.

Identifying the needs of the workforce will require a collaborative effort working with area business and industry to help identify their needs in the future. Availability of qualified workforce is key to bringing in new industries to the area.

Three questions to consider:

- What are the challenges we face?
- What are the needs of the workforce?
- How rapidly can we respond to meet the needs as they are identified?

Q&A Session following presentation (continued)

- **WU tends to have lower enrollment in sciences and other similar degrees, is there a need to change the emphasis on these programs?**

Jenkins: There is a definite need to reenergize students about science and show them WU's role in the process to not only give them a degree, but equip them for the emerging workplace.

Biosciences are an emerging field with tremendous growth potential (e.g. wind energy, solar energy, biofuels, computer sciences, etc). There will be a high demand for an adequately trained workforce. For example, Hill's has a large animal research facility – This is significant because 90% of this technology is transferable to humans.

The Biology and chemistry programs at WU are tops in the nation. If you were to remarket/package science and related programs that aren't typically high in enrollment, you might be able to increase attention and response.

There is a definite interest in the sciences in the secondary education sector. For example, 501 just purchased the old hospital grounds and are considering using this area for a science and innovation park. This indicates that it would be good to engage school districts in the process as well. This also may require "helping" teachers understand changes in the environment and the new opportunities emerging.

- **How do we find the funds to support the development of these programs?**

Jenkins: This becomes more than just a University issue; it is a community issue as well; providing training to meet the needs of future technology will attract new business to the area

This begins with a dialog to let people know how critical the need is. "Champions" of the community help to create an environment for success. This also requires a change in mindset from "How NOT to do it" vs. "How to do it." It requires coordinating resources and working collaboratively with the corporate and private sectors, the latter of which usually provides the inertia.

Communities all over Kansas are adopting this approach. For example, the city of Lawrence and KVA funded a \$9 million project to build lab space in order to attract economic growth to their area (there is a shortage of "wet lab" space with increasing demand from researchers).

WU also may need to collaborate with other institutions, such as KU and K State--setting aside difference and working together.

Q&A Session following presentation (continued)

- **Do we have the same economic growth opportunities here in Topeka for WU?**

Jenkins: Recently, five different companies looked at the Topeka area, but decided to go to other communities for various reasons, so there is a market. They did look at potential workforce and other area resources. There are entrepreneurial ventures emerging from the technology developed within the two hospitals here as well.

Entrepreneurial programs are also important because they add synergy to bring programs forward, often resulting in a new business opportunity.

Universities are developing equity positions in partnerships with outside industries.

- **What is the time frame on the emerging sectors?**

Jenkins:

- Advanced energy efficiency technology (18 months)
- Social and digital media (now)
- “Green” data centers (6 – 12 months)
- Medical robotics (2 years)
- Electronic readers and displays (now)
- Tele-health technology (moving forward quickly as cost-cutting measure)
- Healthcare Information Technology (HIT) (also moving forward quickly, impacts robotics/electronic readers)
- Customized Healthcare delivery (5 years) preventative- genetic focus in healthcare
- Location-based applications (now) cell phones, GPS, mp3, etc.

- **Businesses who may be potential partners?**

- Hills
- Knowledge Beyond Structure (KBS)
- Goodyear
- Two hospitals (not nursing – focus on technology and labs)

(END OF PRESENTATION)

Data requests:

1. Information on the cost per semester hour per program. This will help determine the value of certain programs and whether they need to be maintained.
2. Retention rates
 - Failures and those who choose to leave:
 - Freshman – Sophomore and Sophomore – Junior
 - First and second semester
 - Community Colleges who transfer to WU (if available)
3. Student Diversity (very limited information available, just begun to collect)
4. Enrollment:
 - Number of students
 - Living on campus
 - By age
 - # of Non traditional (25 years or older)
5. Classroom utilization
6. List of partnerships with other businesses, organizations, etc. in order to consider what partnerships or collaborations might be developed to increase revenue.
7. Programs with external grants (5-year trend by discipline)
8. Student Satisfaction Rate (NESSY and UNILOA survey data)
9. Employment projections – top jobs
10. Job placement rate for 6 mo, 1 yr, and 2 yrs after graduation (track job, where and salary history)

Requests to come from Committee:

1. Strategic plans from Schools (SAS, SOBU, SON, SOL, and Library) and CAS.
2. Ask every department, "How does your unit define success?"

Other areas discussed:

- How do peers manage academic/business computing interests? The data center we have now is inoperable because business interests are over academic interests.
- Governance Structure and politics- May need a mechanism in place to make budget changes during the FY so don't have to wait until the end of the year. Would allow us to be more responsive to immediate need Reallocation process
- Faculty training /development in future to meet and adapt to changing demand. Goal should be the University commitment to professional development and faculty staying current in their field.

Next meetings and general planning information:

Aug 14, 2009

1:30 – 5:00

Mabee Library (basement)

Meeting with representatives from:

- Life Science (Two hospitals)
- Animal Science (Hills)

Assignments: Bring questions for various units on campus.

August 21st

1:30 – 5:00

Mabee Library (basement)

FORUMS

Begin to schedule open forums (2 forums per group)*

(Dr. Steve Angel to find dates and times – Rebecca Atnip to schedule rooms)

- Jr Faculty
- Sr. Faculty
- Students (include minority student organizations and students w/disabilities)
- Staff
- Recent Graduates (within last 3 years)

Questions need to be prepared in advance for distribution prior to meetings

Dr. Angel, Dr. Bearman and Dr. Sollars to visit faculty in Division meetings and invite them to the forums.

Additional representatives (organizations) to present or address:

VPAA – to provide formal statement about academic programs (direction, vision etc.)

All Deans and what their academic programs are

Students (Garrett Love)

Faculty Senate Committee (Tom Prasch)