

Proposed Plan for Gathering Input into Auburn University (Main Campus) Strategic Planning Process (updated 10/15/07)

Task 1- Broad-based input

- a) Develop (by mid-October) a website accessible to all campus constituent groups (students, faculty, staff, A & P, alumni)
- b) Post relevant situation assessment reports, previous plans, etc. on the website.
- c) Ask 5 to 7 specific questions.
- d) Make website available late October for input.
- e) Stratify data to according to constituent group, time at AU, gender, race.
- f) Categorize data into themes.

Task 1 completed by early to mid- November.

Task 2- Key Internal Constituent Group Meetings

a) Faculty Senate Leadership and voting senators (n=approx. 65)

- i) Hold one hour focus group meeting with Senate Leadership and voting senators.
- ii) **Provost** (or designee) attends and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2a completed by December 1, 2007.

b) Distinguished Faculty (n=approx. 100)

- i) Hold one hour focus group meeting with Distinguished Faculty.
- ii) **Provost** (or designee) attends and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2b completed by December 1, 2007.

c) Extension Faculty (n=approx. 200 possible)

- i) Hold one hour focus group meeting with Extension Faculty.
- ii) **Provost** (or designee) attends and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2c completed by December 1, 2007.

d) Department Heads (n=approx. 50)

- i) Hold one hour focus group meeting with Department Heads.
- ii) **Provost** (or designee) attends and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iii) Categorize focus group data into themes.

Task 2d completed by December 1, 2007.

e) **Deans (n=15)**

- i) Hold one hour focus group meeting with Deans.
- ii) **Provost** (or designee) attends and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2e completed by December 1, 2007.

f) **Staff/ Admin-Professionals Leadership (n= approx. 20)**

- i) Hold one hour focus group meeting with Staff and A & P Councils Leadership.
- ii) **Executive Vice President** (or designee) attends and a faculty or staff member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2f completed by December 1, 2007.

g) **SGA Leadership and Graduate Student Council (n=approx. 35)**

- i) Hold one hour focus group meeting with SGA Leadership and Graduate Student Council.
- ii) **Dean of Students and Grad School Deans** (or designee) attend and a faculty member facilitates.
- iii) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- iv) Categorize focus group data into themes.

Task 2g completed by November 16, 2007.

Task 3- Integrated Stakeholder Focus Group Meetings (n=400)

- i) Hold 20 focus group meetings on-campus with 20 stakeholders at each meeting.
- ii) Include faculty, students, staff/ A & P, civic interests, business interests, alumni.
- iii) **Provost, Executive Vice-President and President** identify participants.
- iv) Faculty or staff member facilitate.
- v) Ask questions similar to website questions; as well as additional questions suggested by the conversation.
- vi) Categorize focus group data into themes.

Task 3 completed by December 7, 2007.

Task 4- Statewide Constituents (n=60-80)

- i) Hold focus group meetings with external constituents.
- ii) Meetings in Trustee districts.
- iii) Provost/ Executive Vice President will attend and faculty members will serve as moderators for sessions; invitation list and invitations will be generated/ coordinated by **President's Office and Board Secretary**.
- iv) Ask questions similar to website questions; then build on that data with supplementary questions.
- v) Categorize focus group data into themes.
- iv) Provide data to Provost for integration into final document.

Task 4 completed by end of January 2008.

Task 5- Aggregate/ Analyze Data

Take website input and focus group input look for convergence/ complementarity/ similarities and look for dissimilarities (what is explanation for dissimilarities?)

Develop final themes/ categories for strategic plan

Identify AU (Main Campus) strategic issues

Compare with AUM Strategic Plan to determine overarching/common goals/ actions

Task 5 completed by early February 2008.