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.
iv) 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.*