**HLC Focus Group —Tuesday, June 21**

**11:00 a.m.-12:00 p.m.**

**Zoom**

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| **Agenda Item** | **Discussion** |
| UND’s mission, what are the strengths and weaknesses of this statement | * Strengths: It is very simple, it is broad * Weaknesses: It is very simple and can lead to inconsistency, what is transformative learning?, does not connect to Leaders of Action (which we see everywhere, branded), Criterion is easier to tie into core values rather than mission |
| Who does UND serve and are we meeting the needs of those who we serve? | * We serve our tax payers and our state. We become to focused on the literal meaning of that. Sometimes people believe we serve the state of North Dakota, but it is beyond that. We serve society needs, beyond our boarders and region. Need to look beyond that. * Students, we need to be mindful that students are in a better place when they leave, before they came here. We need to look at the debt ratio, and see are they actually able to pay the bills after coming here. |
| Groups that we should be serving that we are not? | * Teacher shortage, nurse shortages, premiere institution for indigenous people * Department and faculty, we don’t move very fast to accommodate the needs of the sate, nation, and students * Failing to serve our future students. * Supporting the employees |
| What do you think are the strengths and weaknesses of our existing core values? To what degree do you believe they are part of UND’s actual culture. | * Strengths * Weaknesses: do the department mission statements tie to the UND mission statement. We do not have good data on student outcomes, so how do we use this to compare to “lifelong learners”. Students need to have access and learn how to report complaints. * Core values, diversity and inclusion: Your core values drive your priorities. When I look at our core values, I don’t necessarily know that I would align our funding that our core values have been. If we can’t make it a priority for funding then don’t make it a core value. * We need to be more transparent and taking care of your people. |
| What do you see key differentiators of UND in comparison to other universities? | * We have great people at UND that truly love this University and want it to succeed, but it is always the same people. * Student enrollment, if you can be stable you are winning. We also need to grow our online enrollment. |
| What would be your vision for UND’s future? Do you have any ‘big dreams’ for the institution? | * We are sought out because of what we do (how well we prepare students, connected to communities), not because of other things (price, close, etc.) * We need to believe in the vision, live and breathe it. * Staff don’t feel empowered in their roles, and can’t make the decisions. * Create a culture where people want to come to work and be engaged, that will impact the engagement of our students. * Collaboration outside of our department or college/school can be difficult/challenging. * Increasing our enrollment and retention. * Brand awareness and preparing for future students. |