**UND Strategic Planning**

**Staff Focus Group Questions**

1. UND’s Mission is “*to provide transformative learning, discovery and community engagement opportunities for developing tomorrow’s leaders*.”
   * What do you think are the strengths and weaknesses of this statement?

***Strengths:***

*Universal and communications the fundamental mission of UND.*

*Developing people.*

*Providing opportunities.*

*It is simple and universal for all to comprehend*

*It communicates the fundamental purpose and values of UND*

***Weaknesses:***

*Too wordy. A little “pomp and circumstance.” “Transformative” implies we are not good*  *enough when we arrive at UND. Use the word the word “growth” vs. “transformative.”*

*Issue with “Leader.” Not everyone is a leader.*

*Some people may already be a leader when they come to UND.*

*Should encompass all groups of people who want to enhance and continue to grow.*

*Mission could be any institution. UND is not specific.*

*Statement is challenging to “untangle” what it means.*

*“Transformational” seems trendy or used a lot by higher educational institutions.*

*Personal accountability to transform. Individual must invest personally in their growth.*

*It could apply to just about any education institution – it’s not tailored to identify UND specifically*

1. Who does UND serve, and do you believe we are currently meeting these needs?
   * Who do you believe it should be serving and what do you think needs to change for this to happen?

***Who do we serve:***

*Who do we currently serve? It’s unclear. We are too broad in who we serve.*

*We serve the community, State, students (full-time, part-time, on campus, on-* *line, and hybrid) and the world.*

*We serve faculty & staff in addition to students. We in the business of education*  *vs. degrees.*

*UND serves the State of North Dakota.*

*I believe UND serves its students, the community, the State and the World and is*  *doing a great job of it. There is always room for improvement.*

***Who should we serve:***

*UND should be looking at trends for who we should serve: traditional/non-* *traditional, full-time/part-time, on campus/on-line/hybrid*

***What do we need to change:***

*We need to mentor our staff to encourage them to continue their education.*

*In trying to serve everyone is the level of service as high as it could be.*

*The community is not or should not be a main focus of who we serve. UND*  *should focus on our students.*

*Are we pulled in too many questions?*

*What about the impact of the financials on who we serve?*

*UND needs to be good stewards to our support our community and state*  *through the work we do.*

1. The Core Values of UND are Community, Discovery, Diversity, Inclusivity, Liberal Arts and Lifelong Learning. What do you feel are the strengths and weaknesses of these Values?

***Strengths:***

*Hope to induce a healthy workplace and hold us to our mission.*

*Lifelong learning is important as we work to attract and serve the non-traditional student/adult learner.*

*They hope to induce an ethical and healthy workplace*

*They help discern right from wrong*

*They ensure we remain true to our purpose & mission*

*It shows integrity which gives me the reason to strive to do the right thing, even when no one is looking*

*It gives me autonomy so that I feel empowered to make decisions and act*

*They shape our vision and move towards our goals*

***Weaknesses:***

*Does everyone really know these? Are we living them?*

*Diversity & Inclusivity should be one core value not two. Perception of those on diversity is that UND has a long way to go.*

*IDA – some institutions are moving IDA with the A standing for “access.”*

*Integrity should be added to core values. It could be a part of “Liberal Arts.”*

*Not all employees are held to the same set of standards – senior and middle management don’t seem to abide by the same core values other employees are expected to follow.*

*Rather than focusing on the work, gossipers seem to take a lot of time in people’s days, and nothing gets done about it.*

*Diversity & Inclusion could be one set of values while Integrity needs to be brought up front and center*

*Too many people feel they are over-loaded – especially those in administration*

* To what degree do you feel these Values are part of UND’s culture?

*As a community we are supportive of the core values, but post COVID we are trying to redefine who we are. It feels overwhelming.*

1. What do you see as key differentiators of UND as compared to other institutions?
   * What are our strengths, potential areas of growth, or areas which UND should focus for the next decade?

*What makes UND different? The breadth and diversity of what UND offers is unique, particularly in the State of ND.*

*UND works to get the job done, regardless of what it is and what it will take. COVID response is a great example of this.*

*We have other programs beyond degrees that supported our students, community, State. There is more than just learning taking place at UND.*

*Tuition rate is excellent compared to others around the nation.*

*We need have more help for non-traditional students. Do they have the same opportunities for support that our traditional students coming from high school have?*

*Campus has transformed. The beauty is a draw. Creates an impactful first impression and will hopefully have an impact on recruitment and retention.*

*SPEA courses are amazing but are not eligible for financial aid. How could we get courses / semesters that could start every month (Asynchronous).*

*Town Hall Forums has been fantastic for staff.*

*President Armacost’s video messages are wonderful for staff to feel supported.*

*Remote work seems to be lip service. It works, and yet some staff need to come into the office a few days a week. Remote work needs to be considered to recruit staff to UND. People do not want to come to ND in the winter.*

*Upper management needs to be mentored and continued to grow.*

*On-line should be front and center for growth for UND. This should be an area that IS a differentiator for UND. UND should be a leader in on-line.*

*Strong academic programs.*

*I see recruitment and retention being the number one item UND should continue to focus on. Our online admissions should be front and foremost as this area of growth is moving by leaps and bounds.*

1. What does it mean to feel valued and supported as an employee at UND?

*Need to feel heard appreciated.*

*Transparency – being open and honest with faculty & staff.*

*Sense of fairness.*

*Supervisors should help identify training opportunities for staff.*

*Personal relationships due to longevity of time at UND can make having difficult conversations.*

*UND is bound by laws and regulations that can make employees feel they are not appreciated or supported, particularly around leave. UND / Supervisors need to be compassionate. There is variance in how supervisors manage things.*

*PMP – no one gets above a “3” unless they are going above and beyond.*

*If you understand why a decision was made, it is easier to respect the decision whether you agree with it or not. People need to understand the process and the why.*

*Divisions are not consistent with other Divisions. There is good and bad with that. Hybrid is challenging as a staff member.*

1. What would be your vision for UND’s future?
   * Do you have any ‘big dreams’ for the institution?

*UND should be a leader in on-line education again.*

*Innovative people. The creativity that is coming out UND is impressive and should continue.*

*We do hybrid work well. UND is a leader in hybrid work this includes onboarding people in a way that makes them feel like part of a team in-person or hybrid.*

*Partner with more employers to help students. Help with student debt/tuition and educational experiences.*

*We need to bridge the on campus and on-line cultures*

*The new degrees created by UND, the collaboration that comes out of UND, the innovative people that work here and the amazing ideas, projects, etc., they come up with and put into practice….To see this continued growth would be my “big dream” for UND.*