

**Spring 2007 Strategic Planning Survey Results**  
Peter J. Trumpower, Director, Institutional Research and Planning 5/3/07

**Total Respondents = 351**

<b>Demographic Group:</b>	<b>Percentage</b>	
Administrator/Staff	16.3%	(n = 57)
Alum/Student	61.4%	(n = 215)
Advisory Board member/ Community Representative	5.7%	(n = 20)
Faculty	15.1%	(n = 53)
Foundation Board Member/ Trustee	1.4%	(n = 5)

**Does the mission statement still generally reflect the mission of the College? (n = 344)** Yes - 94.5%

Comments:

- Add “quality”/ amend high value (n = 6)

The "high value" speaks more to economics than quality of education. I think it important to address the quality of education in this, our most fundamental statement of purpose. (Faculty)

In my opinion, the college should look to provide quality education without the unnecessary benefits that large universities provide and also without the added cost. This mission supports my thoughts. (Student)

The College should be most interested in the quality of the education that it gives. A quality education is better than a high-value education. (Student)

- Re-focus on student-centeredness (n = 6)

In striving for a student centered environment, professors must embrace changes and adaptations as students needs evolve. This is a great goal, although it may be difficult to implement as some teachers seem to like the traditional professor centered classroom experience. There will be a need to put measures in place to ensure professors are enabled and educated in adapting to this mission. (Advisory Board Member)

You make students take classes that they do not need at all, if you are going to teach a certain associate degree program, then you should center on what is needed. You offer two year degree programs, but after you take pre-requisites for this class and that class it turns into three or more years. Then if you finish pre-requisites you have to wait two years to get in the program you want. (Student)

- General (n = 3)

Mission Statements usually project an active direction toward the achievement of goals. For example: "is to provide..."; "is to prepare..." Otherwise, one has the impression that the institution has reached a plateau and is not striving for greater things. (Staff)

No - way too long. It should be more concise. (Trustee)

Please don't change a thing. Message is high-powered and has solid meaning. (Faculty)

**Does the vision statement still generally reflect the vision of the College? (n = 345)** Yes – 91.6%

Comments:

- First choice for whom (clarify) (n = 8)

Stark State is still seen as a second rate college. I used to think this before I started to attend the school. But now I know that Stark State is a great way to jump start your career. I think better advertising with actual student commentary will set up our vision quite nicely. (Student)

- Catalyst for economic growth (clarify/amend) (n = 3)
- More inspirational/ impact (n = 3)
- Importance of cost (n = 3)
- Wait lists negatively impact vision (n = 3)

The problem with being a first choice is people are not going to continue to choose Stark first due to the waits for many of the programs. Also, a good portion of the students who are currently enrolled will be dropping to go elsewhere so they won't be on a waiting list for 3 years to get a 2 year degree. (Student)

**Do the values statements still generally reflect the values of the College?** (n = 341)

Yes – 95.3%

Comments:

- Revisit “High Value”/ Highlight expectations of students/ institution (n = 8)

High value is a good goal but let's not forget that another way to interpret this is "cheap". Marketing will have to work to ensure that this stereotype does not become matched with this college. (Advisory Board Member)

I say yes because I agree that the college does all of the below items with the exception of the part entitled High Value. Where it says "members of our faculty bring integrity, professionalism and real-world experience to their classrooms" for the most part the members of the faculty do those things but there are a few professors that are not professional and only hinder the learning of the students at Stark State. I feel that when we as students do the evaluations at the end of the semesters that the head of the departments really need to take into considerations the students comments!! (Student)

- Need to add//emphasize quality/excellence (n = 4)

There are many instances and areas of the College where "institutional excellence" and an "empowering supportive environment" do not exist. Academic standards should not be sacrificed for increased enrollment. I do not believe that stewardship is taken seriously in some divisions. (Faculty)

- Revisit “Student-Centered” (n = 4)

Re: Student Centered. The statement reflects the values of the college but we need to closely monitor how we are supporting this value. As our enrollment continues to grow it has become more difficult to give students the time and attention they deserve. We need to evaluate our current processes and develop a plan of action to address the deficit areas. (Staff)

Regarding Student Centered... You do have some great instructors here who make learning a pleasure and fun, which is not always easy! (Student)

You are not student centered, like all colleges you are money centered, even though tuition is much lower than other colleges, you make students take a year of pre-requisites which is more money to the college. Yes you make most classes accessible, but there could be a whole lot more E-learning classes for students who work full-time and can't attend the classes at the college. What community and Business Partnerships? (Student)

- General (n = 3)

This is one of the reasons (Institutional Values) that Stark State was my first choice... (Student)

These all sound good but you don't need to concentrate so hard on marketing and sounding good, if you just return to educating. I have met with all groups of leadership in the College and they all turn a deaf ear to student concerns. You're severely lacking in the following topics: Student-Centered, High Value, and Stewardship (Student)

Wait list wait list wait list wait list wait list wait list wait list wait list wait list wait list wait list ..... (Student)

**Do the strategic goals still generally reflect the College's goals?** (n = 347)

Yes – 92.2%

Comments:

- Define/refine/ highlight “smart growth” (n = 8)

The goals are fine but we are growing so fast that we are not able to complete them without everyone overextending, getting burned out and quite frankly disgusted with some aspect of this growth. We need to be ready to accommodate the growth before we offer it. Not the other way around. (Faculty)

- Goal 2: Add “quality”/ amend high value (n = 6)

Again, it's hard to advance and grow in a quality education when ultimately a 2 year program ends up taking you 5 at Stark because of the lengthy waiting lists for some of the programs. The quality of the education is excellent, but the waiting lists are out of control. (Student)

Need something that directly states (if we all agree!) that we need a goal to reach students where they are but to pull them higher. We keep lowering standards to meet their abilities. Rather, we need to find ways to increase their abilities and bring them to higher levels of accomplishment, ability and achievement. They may get hired with our degree, but won't succeed if they don't have work ethics and life skills built into their education, mainly through more accountability. (Faculty)

**In general, will the Key Performance Indicators help the College assess its performance in meeting each Strategic Goal?** (n = 339)

Yes – 94.7%

Comments:

- General ( n = 22)

All these profiles may do some good to keep track of your stats but the best thing administration can do for a student is listen! Listening is a skill and not all have or can develop but Dr. Cox is one who listens to the students and once he leaves who will listen then? (Student)

I think there needs to be a mention of the Academic Plan in here somewhere. (Administrator)

Somewhere you need something about alumni and community financial gifts to the college. (Advisory Board Member)

Goal 4: ROI analysis by program - we need to invest resources into programs that have a positive impact on the bottom-line and cut programs that do not (Faculty)

**Would it be useful to incorporate an update on Operational Projects from the previous (2005-2007) strategic plan into the 2007-2010 Strategic Plan?** (n = 342)

Yes – 88.0%

Comments:

- Shows history of action/improvement/progression/ results and connection to future (n = 25)

**Is it informative to show how operational projects address strategic goals?** (n = 342)

Yes = 87.1%

Comments:

- Demonstrates connection between goals and actions/projects (n = 8)
- Consider reformatting/ Include a key (n = 3)
- Need more information/ detail (n = 3)

## **Additional Comments:**

Overall, it is decent. I see two main areas for improvement: (1) Vision Statement, and (2) setting a goal related to research conducted at the college. (Advisory Board Member)

Everything mentioned is quite in line with the attitude that I have seen from superiors and colleagues. The plan seems sound (from my limited experience). (Faculty)

Growth is good, but we are trying to do too much too fast. We need solid MEASURABLE goals. (Faculty)

We cannot say nor refer to quality too many times! (Faculty)

From my perspective the only time I've seen the college break from the noble goals you've outlined is when a professor quit six weeks into a course. I expected some contact from anyone at the college and possibly some options presented, like offering to switch students to the same class at a different time, or to retake the class the next semester. Overall I have had a very positive experience at Stark State. (Student)

I had no clue what most of this survey said... maybe it should have been more student friendly. (Student)

I think everything here at Stark State is great! I think Stark State has developed a unique Strategic plan than benefits all the stakeholders. Other Colleges have not made the same efforts in the direction that Stark State has taken. The way Stark State has chosen is a way that everyone can appreciate. I feel very proud to be a student at Stark State. People often tell me where I go to school and I tell them Stark State, and they all say what a nice school knowing its one of a kind. They know the school for its small classes, more than reasonable tuition and knowledgeable instructors that can teach real-life experiences. I really enjoy being a student here at Stark State. (Student)

Overall, I would say the college stands by its words.... (Student)

This was a great survey to fill out. Reading a lot of these comments and ideas made me open my eyes more to realize how this place is expanding and how it is getting more involved and I love it. (Student)