

# Strategic Pathway #5 Meeting

## 02/14/2020

**Attendees:** Chris Moberg, Betty Kirby, Nel Boose, Tanya Domina, \*Michael Dillon, \*Kevin Goddard, \*Gary Johnson, Kyle Nothstine, Marcie Otteman, Rob VanDorin, \*Rhonda Welsh, Cathy Willermet, Darcie Wilson, Cindy Howard

\*Via Phone

**Absent:** Sean Goffnett, Luis Perez, Albert Zainea

- 1. Betty reviewed the Committee Charge and shared the final version of the group's definition.**

*“Redefine and expand our business model to increase partnerships with organizations and help individuals advance lifelong learning and achieve career development goals.”*

- 2. Define Stakeholders**

### **Stakeholder Definition**

A stakeholder is either an individual, group or organization who is impacted by the University. They have interest in seeing the University be successful, and can be within or outside the University.

*Examples of Stakeholders:* Students, Parents/ Families, Government, Board of Trustees, Administration, Faculty, local Community, Corporations/ Employers, Donors/ Alumni, High Schools, Community College

### **Customer Definition**

A person or organization that receives services or goods from the university.

*Examples of Customers:* Students, Parents/Families, Corporations/Employers

### **CMU Stakeholders**

- Students
- Parents/Family
- High Schools
- Community Colleges
- Other Universities
- Trade Associates
- Alumni/Donors
- Non-Alumni – Mid Career Professionals
- Government
- Firms
- Organizations (Community and Non-Profit)
- Communities
- Faculty/Staff - (Unions)

- 3. Identify processes to engage campus and community stakeholders and expand idea generation.**

### **Processes:**

- Research
- Articles
- Reading

## **Idea Generation:**

- What do we want to know from our Industry Partners?
  - (See list created below for Detroit Field Trip)
- What do we want to know from our Alumni?
  - What is missing early in their career from their CMU experience?
  - Are there barriers to learning even after graduation?
  - How do we change the culture and rethink our processes to more easily allow alumni to register for a class, (which is a benefit to the employee), without reenrolling or committing to an advanced degree program?

## **Group thoughts:**

- We need to get out of the way of ourselves to help our students. We must be more flexible.
- We need to rethink the 'length of time' to complete a degree; i.e. work to remove expiration times on courses.
- Lifelong Learning and Career Development are not the same.
- Business models should separate corporate and non-corporate entities.
- What would the tax ramifications be on fee-based budget model if we pursue a base fee model for continued learning?
- Global Campus/Prof Ed previously met the needs of working professionals, particularly those on military bases or in areas where higher education programs were not accessible. Going forward, we may need to create a different type of Global Campus with a completely different business model.

## **Potential Questions for Detroit Visit:**

1. How are companies dealing with 2030 and industry 4.0
2. From an organizational/industry perspective, what are the talent and skill gaps you are seeing when hiring college graduates?
3. What industries or areas are most impacted by these talent and skill gaps?
4. If applicable, what is your evaluation of the CMU talent pipeline?
5. From your industry perspective, what would be the best way to partner and gain access to CMU programs and resources?
6. Do you have research needs that CMU could support?
7. How do we drive innovation and change in their own organizations? (How do we ensure 100% of team drives and innovation?)
8. How does CMU become more agile and responsive to organizations and industry partners?
9. What value does your organization place on non-accredited degrees? Do you find value in badges, micro-credentials, online workshops, and webinar trainings?
10. Where are you going internally and externally for training and development? Example: Bedrock Leadership online program - <https://bedrockleadership.com/lead-your-self/> Would you be interested in customized programs designed by CMU faculty and staff experts for your organization?

## **Sub-Committee Formation:**

### **Lifelong Learning**

Nel Boose  
Sean Goffnett  
Kyle Nothstine  
Marcie Otteman  
Cathy Willermet  
Albert Zainea

### **Partnerships**

Michael Dillon  
Tanya Domina  
Kevin Goddard  
Gary Johnson  
Rob VanDorin  
Rhonda Welsh  
Darcie Wilson

### **Other discussion items:**

Betty and Chris spent an afternoon at an EAB (Education Advisory Board) workshop. They will share more information with the group soon.

In our last meeting, two items were discussed as information that may help the group for future planning in regard to our CMU Alumni:

#### **Legacy Information – How many families have multiple generations of Chippewas?**

Cindy informed the group that she had requested a report through Advancement to gather legacy information of families who have multiple generations of Chippewas. The report will be shared upon completion.

#### **Global Information – Where are our alumni around the world?**

According to Advancement, we do not have accurate tracking information on where our alumni are outside of the United States.