Planning and Feedback Session

The purpose of this session was to obtain faculty feedback using several strategic questions. Submitted by John Darling and Jane Schulz.

Group: Faculty  Date: October 20, 2011  Tool: Focus Group  # Attendees: 8
(Employed 11-20 yrs.)

1. What is the one thing we need to change at BSC that would enable it to be a great institution?
   - Administrators should teach one class a year
   - Provide faculty with the time, support, and remuneration that would allow them to develop innovative programs and ideas
     - Use release time to develop innovative ideas
     - Need more support to develop and teach new programs
   - Increase pay to attract top-notch faculty
   - Improve marketing
     - BSC is a well-kept secret
     - Market programs
     - Market the first two years
   - Help high school counselors know more about BSC
     - Bring the counselors to BSC
     - Have a presence at the high schools
     - Explore BSC is a good event
     - Counselors don’t appreciate technical programs and degrees
   - Don’t follow the University of Phoenix model which is a moneymaking model, not an institution of higher learning
     - Making money isn’t everything
     - Don’t use a canned approach to teaching/learning
   - Concerns about online delivery
     - Who’s doing the work?
     - One on one interaction with students is good

2. How can BSC maintain or manage its growth?
   - We need to determine our optimal capacity
   - Recruit more Bismarck-Mandan students
   - Too much searching for students far away from BSC; concentrate on reaching more local students
   - Develop programs for other nationalities - sister schools; reach out to other parts of the world
   - Engage dual credit students in BSC
   - Focus on developing a sense of place
   - Encourage parents to attend BSC; market to adults who didn’t get a degree
   - Collaborative programs are good
   - Use IVN
3. What are two emerging issues that BSC will have to deal with effectively if it is going to thrive in the future?
   • Uncertainty about the value of a four year degree
   • Getting control over the cost of technology
     o What percentage of BSC’s budget goes to technology?
     o Don’t always need cutting-edge technology to teach
   • Focus on adults
   • Returning adults will need more help and support
   • Need more employees to provide services and teach