Framing Our Vision Work
A Vision Statement is...

What will be different in the world in the [coming] years because UW Tacoma exists?

What role will UW Tacoma play in creating that difference?

...an inspiring picture of the future shaped by UW Tacoma’s efforts.
Metaphors of UW Tacoma’s future

- Factory
- Jungle
- Family
- Theater
the BIG QUESTION
How strongly do you identify UW Tacoma as an urban-serving university? (All responses)
How strongly do you identify UW Tacoma as an urban-serving university?

- **Strongly**
- **Somewhat**
- **Slightly**
- **Not at all**
- **No Opinion**

**Number of Responses**

- **Alumni**
- **Community**
- **Faculty**
- **Staff**
- **Student**

Legend:
- Strongly
- Somewhat
- Slightly
- Not at all
- No Opinion
How strongly do you identify UW Tacoma as an urban-serving university? (All responses)

- Strongly: 45%
- Somewhat: 37%
- Slightly: 11%
- Not at all: 2%
- No Opinion: 5%
How strongly do you identify UW Tacoma as an urban-serving university? (Faculty Only)

- Strongly: 35%
- Somewhat: 39%
- Slightly: 19%
- Not at all: 4%
- No Opinion: 3%
5 Questions About the Data

1. What is the data telling us?
2. Why were certain items mentioned more often?
3. What less commonly cited items expand your thinking about UWT’s future?
4. In what ways does the data reinforce or change your view of our SWOT analysis?
5. What do we still not know that will help us in this process?
data analysis
The data about the data

• Downloaded 12/4 (12/9 for focus groups)
• Types of data
  • Focus groups
    • USU paper surveys*
  • Online open surveys
  • Online student surveys
  • Student paper surveys
  • Alumni surveys*
    • No USU questions asked

*Thanks to Galen Guffy and team, Thomas Duke
The data about the data

- Questions asked
  - USU survey had some quantitative data
  - “Big Question” only qualitative

<table>
<thead>
<tr>
<th>UWT as a USU</th>
<th>Very weak</th>
<th>Okay; could be much better</th>
<th>Emerging strength</th>
<th>Very strong</th>
<th>Unable to evaluate</th>
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<tbody>
<tr>
<td>Student access and success</td>
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<td>Use-inspired research</td>
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<td>Catalyst for economic vitality</td>
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Survey Participants Reached

Number of Participants

Faculty | Staff | Students | Community | Alumni
---|---|---|---|---
Focus groups | Online Open Surveys | Online Student Surveys | Student Paper Surveys | Alumni Surveys
Assumptions and Limitations

- Apples and oranges
  - Focus groups vs. individual surveys
  - What counts as “1”? 
    - Individual surveys more specific, focus groups more visionary
- You can only evaluate the answer based on the question asked
- Our vision will not be decided by the data, only informed
How strongly do you identify UW Tacoma as an urban-serving university?  
(All responses)

- Strongly: 45%
- Somewhat: 37%
- Slightly: 11%
- Not at all: 2%
- No Opinion: 5%
How strongly do you identify UW Tacoma as an urban-serving university?

Number of Responses

- Strongly
- Somewhat
- Slightly
- Not at all
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<th>Group</th>
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<td>Alumni</td>
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<tr>
<td>Community</td>
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<td>Staff</td>
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<tr>
<td>Student</td>
<td>60</td>
<td>50</td>
<td>40</td>
<td>30</td>
<td>10</td>
</tr>
</tbody>
</table>
Overall Ratings on Four Pillars

- **Student access and success**: Very Strong
- **Use-inspired research**: Emerging Strength
- **Meaningful partnerships with the community**: Very Weak
- **Catalyst for economic development**: Unable to Evaluate

Legend:
- Very Strong
- Emerging Strength
- Okay, could be much better
- Very Weak
- Unable to Evaluate
- No Opinion
As an urban-serving university, what positive role can UW Tacoma play in achieving your* aspirations?

*from the perspective of your primary role in relation to UW Tacoma
Data about the data—big question

• Each idea is a record
  • Each idea gets a code or multiple codes
  • Each code gets a category

• Codes driven by the data

• In Access database—more can be done!

• Prioritized and non-prioritized focus group data

• Did not do:
  • General comments (except focus group
  • Suggested initiatives
  • USU Comments
Post Graduation Concerns--Surveys

- Positive impression of UWT degree
- Alumni development as a source of support
- Negative impression of UWT degree
- Fewer solicitations
- Jobs at UWT for alumni
- More alumni communication
- More alumni involvement in UWT
- Doesn't feel connected to UWT anymore
- More alumni services
- Improve post-college career prospects

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Break up the data

• Group 1—biggest
  • Community

• Group 2
  • Identity
  • “Other” (includes vision statements)

• Group 3
  • Campus life
  • Student services

• Group 4
  • Curriculum
  • Program development

• Group 5
  • Post graduation
  • Student success

• Group 6
  • Faculty and staff issues
  • Research
  • Recruitment and access

• Group 7—smallest
  • Administration and leadership
  • Marketing and communication
Questions to report out on

1. What are the major themes?
2. What did you find surprising? What gems did you find?
3. In what ways does the data reinforce or change your impressions of our campus? Your view of our SWOT analysis?
4. What do we still not know that will help us in this process?
Themes I identified while doing this analysis

• Parking, food, affordability
• Small class size
• More graduate programs
• Career support
• Community—in lots of intricate ways
• Alumni connection, career support and services
• UWT as economic, social, cultural driver and convener
  • The campus itself, more use beyond classrooms
• Social justice and environment as identified foci, plus health, homelessness, global issues, mental health, and the arts
Availability

• All will be made available on Google Doc shortly
Timeline & Schedule
**DRAFT TIMELINE 2015/16**

**NOV**
- Stakeholders answer the Big Question

**DEC**
- CREATE Vision

**JAN**
- IDENTIFY Strategic Priorities
- IDENTIFY Wildly Important Goals

**FEB**
- SELECT Initiatives

**MAR**
- Targeted Stakeholder CONSULTATION

**APR**
- DRAFT Strategic Plan
- Stakeholder FEEDBACK

**JUN**
- FINALIZE Strategic Plan

**SUMMER**
- ASSESS Resource Requirements
- CREATE 2016/17 Action Plan
- ESTABLISH Monitoring Team

**AUTUMN**
- LAUNCH TACOMA

[12.2.2015]
Steering Committee 2016 Meeting Schedule

- Jan 29
- Feb 26
- Mar 11
- Apr 15
- May 13
- Jun 13

End @ 1:00
What is our vision for a powerful future?
ALWAYS NEVER
What future do we want to create together?

What do we intend UW Tacoma to become?

What is the biggest difference UW Tacoma is making in that future?

Who is most profoundly affected and in what ways?

The Vision Questions
Reflect privately
Pair and share
Repeat X 2

What future do we want to create together?
What do we intend UW Tacoma to become?
What is the biggest difference UW Tacoma is making in that future?
Who is most profoundly affected and in what ways?
Wrap-up
National Puzzle Day

www.NationalDayCalendar.com

January 29