

**Assistant VPs/Executive Directors/Directors
Dr. John Welty Consultant
December 3, 2014
1pm HCC 550
Group #1**

Summary Notes:

Dr. Welty: Think about the university as a whole. Tell me what is really good about Dixie.

It's a safe place.

Good people work here as faculty and staff.

Small class sizes, good market position.

Great location and wonderful weather.

Great price for tuition and living costs.

Faculty are here because they want to be here. Most of them are overqualified for their positions.

The recent University status.

Professor availability to students.

There is a lot of bang for the buck. Lowest tuition in the state for four year university.

Dixie's traditional values—ie stick-to-it.

Open enrollment for students who normally don't have an opportunity for college education.

There is a history of sacrifice for this area and the people who live here.

Dixie has had flexibility to respond to what is happening in the market.

Alumni involvement, such as providing scholarships.

There is a lot of autonomy, you do what you want to do as faculty and staff.

Dr. Welty: What holds us back?

Lack of diversified degrees, we need more bachelor's degrees and more.

Student housing on campus.

Money. Funding has always been on ongoing issue.

The transition to University has been difficult for some. There have been growing pains.

There have been lots of changes in the institution and there will be more changes coming.

Historically, Dixie has been fast and efficient in getting things done, such as handling all the growth. But now, we are down in staffing and cannot manage very well.

There is an identity crisis—branding debacle—no one knows the mascot or what we are. It's difficult to rally around an unknown symbol. Alumni are still Rebels at heart and some hold back scholarships, etc, because of the changes made. It was sort of like we transitioned into confusion—the perfect Red Storm.

Sales in Red Storm are up at the bookstore.

Open enrollment also has hurt us, because we cannot keep developing students. There is not a bridge program in place for open enrollment students. They cannot perform at basic minimum college levels, and the student success center just getting off the ground. It is just a band aid for the problems, anyway.

We should be reaching out more to the large, adult, returning population in the area. 31% of county have some college but no degree—need to tap into those numbers.

International students are recruited well, but there is no place for them to live or anyone to make sure they have a mentor. That applies to all non-resident students who come here.

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Dixie needs to keep up with for-profit institutions, need flexibility for adult learners, online and general class availability needs to be increased. There are no early or late classes offered because faculty has been here for years and dictate when they will teach. Such as offering only Tuesday and Thursday classes, so faculty all have a three day weekend.

The campus is limited in technology—limitations tied to funding and staffing.

There is a lack of student positions on campus—not enough availability, especially for international students.

Facilities for campus and outdoor recreation, fitness for students, and Health and Wellness center on campus—not enough staff, no health insurance for students.

Dr. Welty: If you had to choose one area for a strategic goal for the next five years—what would it be?

Come together as a campus. In our own areas, in the community, and sports—NCAA.

Identity is huge—marketing identity.

Taking advantage of the area—degrees that are unique to the area ie, environmental science, hospitality.

Put money into athletics—terribly underfunded so there is no weight in recruiting.

Unity

Identity—Dixie pride

Increase international students—lots of money there, \$12 grand for the year

Make the transition complete from college to university—need to grow up

Organizational structure that makes collaboration easier

Live up to University status by instituting graduate programs

Look for programs that are different, unique and reflect what we have to offer in this area.

Unity and growing up—identify who we are, listen to the community

Define where we will be with regards to enrollment and programs so directors can make focused decisions—give us a good definition.

Student housing improvements. All of the suggestions are good. The top echelon has the vision, but the rest of us don't. We're just trying to survive.

Housing will help enrollment, international students will help enrollment, etc. 332 students live on campus right now.

Trying to be everything to everyone—we are spread too thin—we should focus on specific, unique academic programs that can be successful here.

The bigger we get, the less we work together. Sometimes we put other departments down to save a buck. Focus on the student, and faculty, etc, need to support each other. All in the same game.

Retention for students—what are we offering students? We have to keep them here.

“We have our status, now we have to find the stature”—unity and growing up

Decide who we are and then tell that story to the rest of the area.

Work together as a team

Focus on academic areas we can sell and come together on

Unique programs that will drive students here—something they cannot get elsewhere

Improve the student experience—housing, feeling comfortable, mentors, relationships with faculty.

Unity, working together, should be helping each other—funding is important to all the areas.

Retention, course programming—more programs and more courses, nobody looks at the big picture

Retention

Dr. Welty: Think about retention, what else needs to be done?

Online programs and flexible hours. We have to accept responsibility as an institution on the quality of the instruction. Faculty are often hired because of knowledge in a content area, not on their ability to teach.

Everyone on campus needs to buy into the retention—students need one on one communication, to feel connected to someone. Still have the image that we're a transitory school, we all need to realize students need to stay here for four years.

Dixie has a party school reputation.

Dr. Welty: Do we know how many students transfer and where?

No

Math is being done through technology, so teachers cannot use their teaching skills. The legislature pressured to use lab situation where all the math is done online.

The online technology is a good idea, but it was put into place incorrectly. Students floundering in the math program. That is in large because there is no bridge program in place for developing students.

Dixie has to be accountable to what has been defined as what we provide.

Adjuncts are underpaid, hard to retain.

Messy data shows there is lots of discrepancy between freshman year and senior year. Personal connection is an important thing. Housing is huge—students don't come back to campus for activities.

Staffing is huge—departments have grown like crazy, but there is not enough staff to keep up.

Housing needs to be a hybrid model—more people to live on campus.

Alumni want career opportunities after graduation—headhunters.

Dr. Welty: Anything else?

Dixie is historically underfunded—why do we accept that?

That is changing to some degree, but we cannot count on that every year. Acute equity funding last time was to bring us closer to other college funds per student. It is a challenge. Huge needs in departments—overwhelmed by enrollment increases.

Look at students—all different types—academic side needs to give experiential learning credits.

Health and Wellness Center needs to be back on campus, so we will have healthier students.