

Strategic Planning Meeting
Community Leaders, Group #2
December 4, 2014
Dixie State University, Zion Room

Dr. John Welty presided at this meeting. He mentioned that the purpose of strategic planning at Dixie State University (DSU) is to establish four to six major priorities that should be addressed over the next five years.

He asked the following questions and requested comments from those community leaders who were in attendance.

1. What would you like DSU to look like five years from now?
 - To build another stadium on either the east or west side of St. George to allow more access to public education activities. This could be a large recruiting tool.
 - To establish a positive economy we need to have well planned graduate programs. This is based on the fact that we have become an urban center without wealth being generated here. The first five graduate degrees should be in accounting, business administration, computer science, education, and nursing. The first three degrees would generate industry here. As DSU contemplates their graduate degrees, they must understand about higher education programs. Weber State and Utah Valley University are models to follow.
 - One individual mentioned that he was impressed by President Williams' encouragement of the medical field. Because we are a baby boomer market with so many retirees here, these services will become necessary. IHC will be adding an addition to the hospital to keep up with growth, and we have seventeen assisted living centers within the area.
 - We have the lowest per capita income in the state with the highest cost of living; therefore, we need educational opportunities to stimulate the economy. DSU should become more academically adjusted to the medical community. We need to create higher paying jobs and the medical field is the highest paying area.
 - STEM (science, technology, engineering, and math) was mentioned as being a driving force in public education. Computer science is crucial and we need support in STEM. We need mathematically trained people because it necessary in so many jobs.
 - Many high school students leave this area to pursue their education elsewhere because we don't have the degrees at DSU that they want. He mentioned the STEM programs that the Washington County School District (WCSD) is doing with the Dixie Applied Technology College (DXATC). We have the facilities and people here to teach in these areas. If there were more options within the partnerships that we have here to get students taught within these fields, we could keep students here.
 - It was mentioned that there are non-medical degrees that are also required in the medical field. Education in communications and media are crucially needed. These provide support to the medical field as well as many other areas.
 - We have a unique market here and one individual wondered about the possibility of having students by-pass their prerequisites so that they can jump right into a degree

program. He felt that would alleviate two extra years of education and would enable them to begin their career sooner.

- Having another branch of the campus built in the Santa Clara/Ivins area would help with growth on the main campus.
- A vigorous engineering program was mentioned. DSU has some introduction classes; however, with growth in manufacturing we will need degreed engineers in all areas. This would be good for economic growth. This individual did stress that there would be some major costs involved for DSU, however.
- Expand online courses.
- Having a master's degree in psychology. It was mentioned that this is being considered.
- The City of St. George should be involved in the future of DSU. Traffic is a problem here; therefore, students need better/easier access to the campus. It was mentioned that Utah State University (USU) and the city of Logan have a bus system for free, for students. We might have to make a deal with the transit system here.
- The curriculum and human development of students was mentioned. We need to grow a population that is not totally focused on monetary means. The whole person needs to be focused on as well as education. They should have a total experience with a good humanities program.
- Because there are a lot of students who speak foreign languages; this might be a degree area to look at in the future.
- A question was asked about the relationship between the DXATC and DSU. The answer was that they have a partnership with them along with the WCSD. This liaison works well in this area.

2. What do they think is the current image of the campus?

- A little school trying to be a big school.
- It needs to make itself known.
- Develop an identity that sends a message.
- Brand essence, make a clear message.
- If the degrees are offered, the students will come.
- DSU needs the lifestyle of a big campus.
- Keep the personal contact and have leaders who value their students. Preserve the culture.
- Keep the standards that we have here.