

Affirming/Updating the UH System Strategic Plan

Strategic Plan Goals/Objectives		Action			
		Keep	Dump	Revise	Suggested Measure
Goal 5	Resources and Stewardship				Lack of transparency & communication about programs Too many undefined terms; all of these need to be more specific; open to too much interpretation; do more coordination of DE courses on all campuses, e.g., list LCC in the regular schedule of MCC, KCC, etc. Implement the plans
Objective 1	To build an effective constituency that converts community support for the University of Hawai'i into public and private revenue streams that support achievement of strategic plan goals.	√			
Action 1	Develop and fund a competitive and fiscally sound enrollment management and marketing plan.	√√		Targeted marketing	Increase enrollment More emphasis on resources
Action 2	Develop a transparent policy on the appropriate allocation of financial responsibilities among students, taxpayers (legislative appropriations), the UH Foundation, and extramural sources.	√			Just do it.
Action 3	Reallocate resources as needed to ensure support for those programs deemed critical to the goals of this plan.	√		Who decides what is critical; unclear	Increase retention in those programs
Action 4	Fund a first-rate information technology infrastructure.	√	√	Same as goal 2 objective 3	Update
Action 5	Develop a coherent pricing and funding model for distance learning and allocate funds based on the shared priorities of the system.	√√		What problem – inconsistency funding; what is the structure?	Incr. revenue savings
Action 6	Develop and implement campus sustainability plans that will lead to the careful stewardship of natural and man-made resources, the saving of revenue, and the enhancement of the campus experience; serve as a model for the state.	√√		Cross-list DE courses; have them appear in “regular” instruction and DE Duplicates goal 4, obj. 2, action 4 “Develop and implement campus sustainability plans that will lead to the saving of revenue.” Need incentives & rewards for doing sustainable activities.	
Action 7	Pursue aggressive fundraising in support of University priorities.	√√		Need communication	Need support—UH Foundation staff don't know outcomes
Objective 2	To allocate and manage resources to achieve continuing improvement in organization, people, and processes and to secure competitive advantage.	√		Simplify promotion & search processes	
Action 1	Develop policy guidelines that ensure implementation of academic program responsibility among academic units consistent with functional responsibility & community need.	√√√		Curriculum should get back to basics	
Action 2	Conduct a comprehensive review and redesign of administrative and student support processes; leverage information technology and best practices to improve efficiency and	√	√	Too many courses meet the interests of the teachers not	

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	effectiveness, utilizing resource standards as appropriate.			students; too vague; too much paperwork Revise to broad, extensive, *** the issue	
Action 3	Encourage risk taking, reward innovation, and invest in change to reduce costs and paperwork and generate revenue.	√√			Review the cost of course; make general baseline on minimum enrollment
Action 4	Examine and redefine the University of Hawai'i system brand.		√√√	Make better PR department instead which will educate public about UH System on constant basis	Leave it alone
Action 5	Develop, fund, and execute a comprehensive, integrated marketing communications campaign for the UH system in the state of Hawai'i and an appropriate marketing plan for areas outside of the state.	√√		Yes, offer more distance ed classes; UHM courses programs can be offered on any campus Implement more distance education programs and attract students from mainland; establish one center to coordinate distance ed in UH System to combine efforts of all the CC's	
Action 6	Improve support for the marketing efforts undertaken by individual UH system campuses and programs, including both financial and human resource considerations.	√√			
Action 7	Develop a culture of evidence for monitoring and improving University functions and providing public accountability.		√√	Just more confusion & gridlock	

*** means we couldn't make out the word. Sorry!