



Columbus State University

Strategic Planning Process Survey Results

October 2008



Welcome

CSU Strategic Plan and Survey

- Share Scope
- Share Goals & Objectives
- Share Process
- Share Results
- Dialog
- Input



Strategic Planning Process

- Scope – 3 year plan - 100 days
- Meetings:
 - Leadership
 - Focus Groups
 - One on One
 - Community Partners
 - Strategic Planning Leadership Group
- Survey:
 - Develop & Administer
 - Share Findings



Strategic Planning Process

○ Meetings:

- Strategic Planning Leadership Group
 - Oct. 10th & Oct. 31st
- Faculty and Staff
 - Oct 22nd & 23rd
- Gather Input & Feedback
- Formulate Vision, Mission & 1st Plan Draft
- Review, Revise and Finalize
- Finish Plan (By End of Semester)



Survey Administration

Administration & Distribution

- In Excess of 11,600
- Students – 7,800
- Faculty & Staff – 800
- Alumni – ~2,000
- Friends & Community Leaders – ~1,000
- Foundation Trustees – 70
- Athletic Fund Board - 25



Survey Respondents

Response Rate

- Total Respondents = 1,239
- Students - 544 = 7%
- Faculty & Staff - 364 = 45%
- Alumni - 232 = 26%
- Friends & Community - 68 = 6.9%
- Foundation Trustees - 15 = 21%
- Athletic Fund Board - 8 = 32%





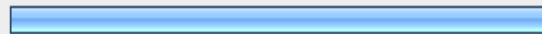
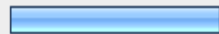
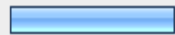
Survey Overall Comments

Overall Comments

- Optimistic and Encouraging
- Thoughtful and Well-intentioned
- Professional and Responsible
- Insightful and Creative
- Future-focused
- Growth-oriented
- Success-oriented

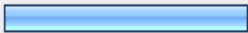
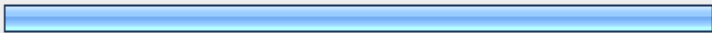

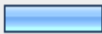
Survey Findings

7. Columbus State University meets the needs and expectations held by the Greater Columbus Community.

		Response Percent	Response Count
Strongly Disagree		2.5%	17
Disagree		7.3%	49
Agree		53.2%	357
Strongly Agree		20.7%	139
Do Not Know		16.2%	109



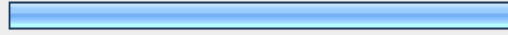
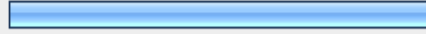

Survey Findings

9. Columbus State University's visibility in the community is (select only one):

		Response Percent	Response Count
Too LOW		22.9%	155
Just Right		66.9%	453
Too HIGH		1.2%	8
Do Not Know		9.0%	61


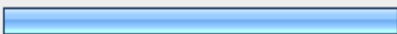

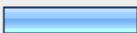

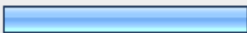
Survey Findings

10. Columbus State University has an excellent reputation in the community (select only one):

		Response Percent	Response Count
Strongly Disagree		3.0%	20
Disagree		5.3%	36
Agree		46.4%	314
Strongly Agree		38.7%	262
Do Not Know		6.6%	45


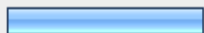
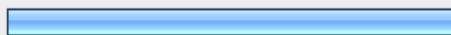
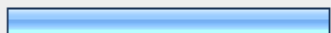

Survey Findings

11. The perception of Columbus State University (image and reputation) outside the Greater Columbus area is:

		Response Percent	Response Count
UnSatisfactory		2.7%	18
Needs Improvement		35.6%	241
Satisfactory		21.1%	143
Very Satisfactory		12.0%	81
Excellent		6.6%	45
Do Not Know		22.0%	149



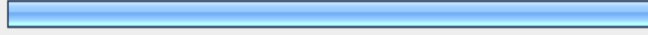
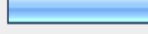
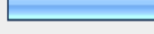
Survey Findings

12. In three (3) years, Columbus State University enrollment should...:

		Response Percent	Response Count
Remain at the current level (Average = 7,800)		7.1%	47
Increase to approximately 8,000 students		17.4%	115
Increase to approximately 9,000 students		39.8%	263
Increase to approximately 10,000 students		28.7%	190
Increase to an amount greater than 10,000 students		7.0%	46


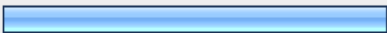
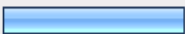
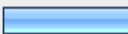
Survey Findings

13. Regarding my opportunity to participate in campus activities, my needs are being met:

		Response Percent	Response Count
Strongly Disagree		1.3%	9
Disagree		10.4%	70
Agree		60.9%	410
Strongly Agree		13.4%	90
Do Not Know		14.0%	94






Survey Findings

14. I participate in or attend Columbus State University programs and activities; such as continuing education, athletics, sporting events, theatre performances, art exhibits and special events:

		Response Percent	Response Count
Rarely (one or less than one time per year)		33.4%	226
Occasionally (two to four times per year)		37.1%	251
Frequently (five to nine times per year)		17.4%	118
Regularly (ten or more times per year)		12.1%	82

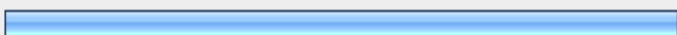
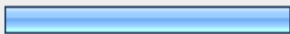

Survey Findings

18. The technology capabilities at Columbus State University meet my needs:

		Response Percent	Response Count
Strongly Disagree		4.2%	28
Disagree		17.4%	117
Agree		47.3%	318
Strongly Agree		7.3%	49
Do Not Know		23.8%	160



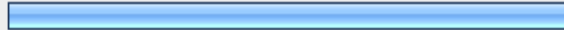
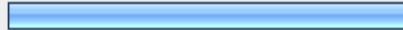

Survey Findings

19. For Columbus State University's domain name, which of the following URL's do you prefer?

		Response Percent	Response Count
ColumbusState.edu		65.2%	428
CSUGA.edu		27.6%	181
CS.edu		7.2%	47





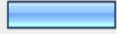
Survey Findings

25. Columbus State University cares about the Greater Columbus Community.

		Response Percent	Response Count
Strongly Disagree		2.5%	17
Disagree		2.5%	17
Agree		51.4%	346
Strongly Agree		36.4%	245
Do Not Know		7.1%	48



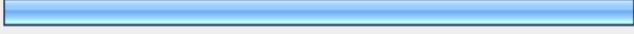
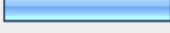
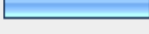
Survey Findings

26. The Greater Columbus Community cares about Columbus State University.

		Response Percent	Response Count
Strongly Disagree		2.2%	15
Disagree		2.8%	19
Agree		51.9%	350
Strongly Agree		33.3%	225
Do Not Know		9.8%	66





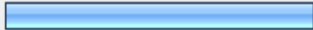
Survey Findings

27. Columbus State University is appropriately diverse.

		Response Percent	Response Count
Strongly Disagree		1.9%	13
Disagree		9.5%	64
Agree		59.3%	399
Strongly Agree		15.6%	105
Do Not Know		13.7%	92



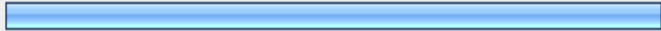


Survey Findings

28. I am satisfied with Columbus State University's organizational culture.

		Response Percent	Response Count
Strongly Disagree		3.4%	23
Disagree		13.7%	92
Agree		47.6%	320
Strongly Agree		6.7%	45
Do Not Know		28.6%	192






Survey Findings

29. I am satisfied with Columbus State University's learning environment:

		Response Percent	Response Count
Strongly Disagree		1.5%	10
Disagree		11.8%	79
Agree		61.4%	412
Strongly Agree		10.0%	67
Do Not Know		15.4%	103




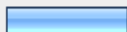
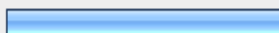
Survey Findings

30. Columbus State University encourages and supports continuous improvement in education and academics.

		Response Percent	Response Count
Strongly Disagree		1.9%	13
Disagree		8.3%	56
Agree		62.9%	423
Strongly Agree		16.7%	112
Do Not Know		10.1%	68




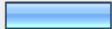
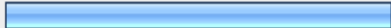
Survey Findings

31. Columbus State University encourages and supports continuous improvement in non-academic programs and activities.

		Response Percent	Response Count
Strongly Disagree		0.6%	4
Disagree		7.7%	52
Agree		54.4%	365
Strongly Agree		11.3%	76
Do Not Know		25.9%	174



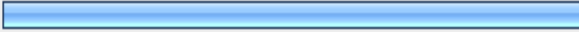
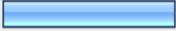

Survey Findings

32. Columbus State University encourages and supports continuous improvement in intercollegiate athletics.

		Response Percent	Response Count
Strongly Disagree		1.6%	11
Disagree		4.6%	31
Agree		47.5%	321
Strongly Agree		9.8%	66
Do Not Know		36.5%	247




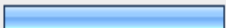

Survey Findings

33. Columbus State University maintains high academic standards.

		Response Percent	Response Count
Strongly Disagree		3.6%	24
Disagree		13.4%	90
Agree		54.8%	368
Strongly Agree		16.2%	109
Do Not Know		12.1%	81


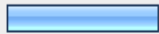
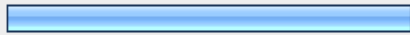

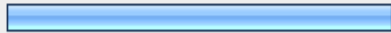
Survey Findings

35. Columbus State University's leadership and administration maintains high moral, ethical and integrity standards.

		Response Percent	Response Count
Strongly Disagree		2.5%	17
Disagree		5.8%	39
Agree		54.6%	364
Strongly Agree		21.1%	141
Do Not Know		15.9%	106






Survey Findings

38. Columbus State University utilizes financial resources satisfactorily.



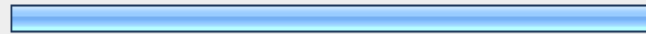
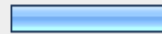
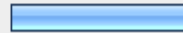
		Response Percent	Response Count
Strongly Disagree		4.5%	30
Disagree		14.2%	95
Agree		38.3%	256
Strongly Agree		6.4%	43
Do Not Know		36.5%	244

Survey Findings

40. I have access to leadership, faculty and staff at Columbus State University.










		Response Percent	Response Count
Strongly Disagree		1.8%	12
Disagree		4.1%	28
Agree		61.2%	413
Strongly Agree		20.1%	136
Do Not Know		12.7%	86

Survey Findings


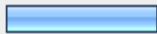

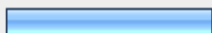

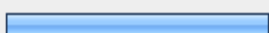
41. Culture and environment at Columbus State University encourages personal growth and development.			Response Percent	Response Count
Strongly Disagree			2.4%	16
Disagree			8.2%	55
Agree			59.3%	398
Strongly Agree			14.0%	94
Do Not Know			16.1%	108

Survey Findings

44. Columbus State University's Student Recruitment should extend to the following market. Please express your opinion by selecting the one response which is most inclusive:

		Response Percent	Response Count
Greater Columbus Community		3.1%	19
Southwest Georgia		3.5%	21
Greater Atlanta		8.6%	52
State of Georgia		14.4%	87
Neighboring States		13.2%	80
Southeast United States		31.8%	192
United States		8.1%	49
North, Central & South America		1.0%	6
International / Global		16.2%	98

Survey Findings

45. Regarding the organizational structure at Columbus State University; I would describe it as:			Response Percent	Response Count
Ineffective (needs major change)			3.2%	20
Somewhat Effective (needs significant change)			13.9%	86
Effective (needs moderate change)			36.8%	227
Very Effective (needs minimal change)			19.1%	118
Excellent (needs no improvement or change)			2.6%	16
Do Not Know			24.3%	150




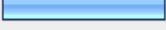
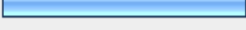
Survey Findings

50. Columbus State University should consider changing to NCAA Division I from NCAA Division II.

		Response Percent	Response Count
Strongly Disagree		14.0%	86
Disagree		15.3%	94
Agree		13.1%	80
Strongly Agree		6.7%	41
No Opinion		50.9%	312






Survey Findings

51. Columbus State University's NCAA Athletics should include Football.

		Response Percent	Response Count
Strongly Disagree		24.1%	148
Disagree		16.1%	99
Agree		21.5%	132
Strongly Agree		15.3%	94
No Opinion		23.0%	141

Survey Findings – Students Only



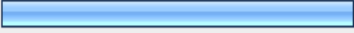
58. Please rate your overall experience and satisfaction with Columbus State University.

		Response Percent	Response Count
Dissatisfied		2.4%	8
Somewhat Dissatisfied		16.5%	56
Satisfied		47.6%	162
Very Satisfied		25.6%	87
Extremely Satisfied		7.9%	27






Survey Findings – Students Only

65. I may participate in On-Line Degree Programs.





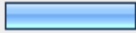
		Response Percent	Response Count
YES		22.5%	75
NO		43.5%	145
Do Not Know		33.9%	113

Survey Findings – Students Only

66. I may participate in On-Line Courses.			
		Response Percent	Response Count
YES		43.1%	143
NO		28.9%	96
Do Not Know		28.0%	93

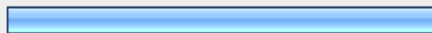

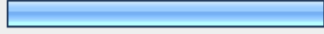
Survey Findings – Students Only

67. The technology capabilities (including wireless service) at Columbus State University meet my needs:

		Response Percent	Response Count
Strongly Disagree		4.2%	14
Disagree		14.8%	49
Agree		57.3%	189
Strongly Agree		11.5%	38
Do Not Know		12.1%	40

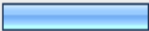



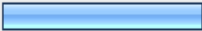
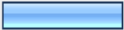
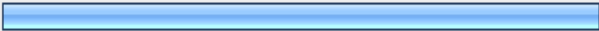
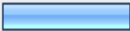


Survey Findings – Students Only

68. I may participate in Study Abroad Programs.			
		Response Percent	Response Count
YES		40.0%	132
NO		30.3%	100
Do Not Know		29.7%	98

Survey Findings – Students Only

69. Please indicate foreign languages you may take if offered at CSU:

		Response Percent	Response Count
Arabic		14.3%	38
Chinese (Mandarin)		14.7%	39
French		32.7%	87
German		20.3%	54
Japanese		19.5%	52
Russian		11.7%	31
Spanish		58.6%	156
Other		12.4%	33



Survey Findings – Students Only



Survey Findings - Narratives



Future State – Growth Goals

- Goal Measured via Enrollment
- 2008 = 7,800
- 2009 = ?
- 2010 = ?
- 2011 = ??,???
- Beyond...



CSU - Strategic Values

Possible Core Values

- Excellence
- Integrity
- Diversity
- Respect
- Engagement
- Innovation
- Partnership
- Professionalism
- Servant Leadership
- Civility
- Service
- Trust
- Ethical
- Academics
- Passion
- Responsibility
- Concern
- Effectiveness
- Sustainability
- Efficiency
- Encouragement
- Responsiveness
- Curiosity
- Nurturing
- Inclusive
- Others...



Vision & Mission

- New V & M aligned with CSU Strategy
- Develop and Determine Future Essentials
- Iterative Process
- Small Work Group
- Review with Large Group
- Finalize by mid-November



Market & Customer Assessment

- Competitive Analysis
 - Who, What, Where, When, How
- Define Market and Market Opportunities
- Strategic Imperatives Capabilities
- Determine Market & Customer Needs
- Focus on Customer Needs and Success
- Strategic Partnerships and Collaboration



COMMUNICATION

- Aspirational Message
- Strategic Focus
- Purposeful & Clear

- Communicate...
- Communicate...
- Communicate...