Consultation for UH Hilo Mission and Vision

Action required: SPC members are asked to:

- Discuss the consultation options for the mission and vision
- Agree which option to pursue

1. Purpose
Development of UH Hilo’s revised mission and vision is critical with regards to clarifying the university’s identity – a key issue raised by stakeholders during the preplanning phase. The SPC is not as far along with discussions on these two aspects as originally anticipated which means we may need to consider alternative options for the mission and vision consultation. The purpose of this paper is to set out three consultation options for the committee to consider.

2. Timeframe
At its March 17th meeting, the Board of Regents (BoR) will receive a presentation from UH Hilo. Within that presentation will be a brief overview of the strategic planning process to include the new draft mission and vision statements. Materials for the March BoR meeting need to be submitted by February 25th 2011. As such, the SPC will need to have completed the mission/vision consultation, drafted the statements, and sought appropriate approval for them by February 25th 2011.

3. Overview of Original Plan
The original consultation plan was:

1) For the committee to agree the key content (elements) of UH Hilo’s new mission and vision statements, and to seek feedback on that content from stakeholders via online and face-to-face (town-hall) mechanisms. The online consultation would be issued mid –December and the town-halls held mid-January.

2) To draft the full mission and vision statements based on that feedback and put these back to stakeholders via an online mechanism for further feedback.
The reason why there were two steps in the consultation was to help focus feedback on the content of the mission and vision first, without the added distraction of sentence structure for a full statement.

4. Consultation Options

4.1 Option 1 – No delay - keep plan as is

Assumptions:

- Mission and vision key content elements can at least be agreed upon and approved for consultation at the December 13th meeting.
- That an online consultation can be issued by Friday December 17th.
- That the town-hall sessions will have been initially advertised before the holiday-break to get dates in diaries, and that reminder’s would be issued after the break.
- That four town-hall sessions, one each for the major stakeholder groups, would be held on the following dates/times:
  - **Community** (that is, external stakeholders including local schools, businesses, community leaders, residents etc)
    - Poss date/time: Monday Jan 10th, 4:30-5:30, CC301 (free parking after 4pm)
  - **Staff** (all staff levels)
    - Poss date/time: Tuesday Jan 11th, 9-10am, CC301
  - **Students** (all)
    - Poss date/time: Wednesday Jan 12th, 12-1pm, CC301
  - **Faculty** (all – including instructors, lecturers)
    - Poss date/time: Friday Jan 14th, 12-1pm, CC301

Benefits:

- More time to consult on mission and vision
- Mission and vision development would finish earlier so more time to focus on other aspects of plan development

Risks:

- The SPC hasn’t yet concluded its initial mission discussion and vision is yet to be broached. This may therefore be an impracticable deadline.

4.2 Option 2: Minor delay - delay online consultation until after the holiday break, still hold town-halls in w/c January 10th

Assumptions:

- That the SPC can agree what to consult on re: mission and vision by the end of the January 5th meeting. That is, that mission and vision initial development can be achieved within two SPC meetings – Dec13th and Jan5th.
- That the town-hall sessions will have been initially advertised before the holiday-break to get dates in diaries, and that reminder’s would be issued after the break.
• That four town-hall sessions, one each for the major stakeholder groups, would be held on the following dates/times:
  - **Community** (that is, external stakeholders including local schools, businesses, community leaders, residents etc)
    - Poss date/time: Monday Jan 10th, 4:30-5:30, CC301 (free parking after 4pm)
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  - **Students** (all)
    - Poss date/time: Wednesday Jan 12th, 12-1pm, CC301
  - **Faculty** (all – including instructors, lecturers)
    - Poss date/time: Friday Jan 14th, 12-1pm, CC301
• Online consultation would be held for 10 working days from w/c Jan 10th
• Amendments made based on feedback and statements reissued to stakeholders for further feedback in w/c Jan 31st (5-10 working days)

**Benefits**
• Minor delay to consultation – online consultation issued after the holiday break not before

**Risks**
• The SPC hasn’t yet concluded its initial mission discussion and vision is yet to be broached. This may therefore be an impracticable deadline.

**4.3 Option 3 – Delay entire consultation until w/c Jan 17th**

**Assumptions:**
• Hold SPC meeting w/c Jan 10th
• Agree mission and vision to consult on by meeting in w/c Jan 10th
• Issue online consultation in w/c Jan 17th (7-10 working days)
• Hold town-halls in w/c Jan 17th
• Amendments made based on feedback and statements reissued to stakeholders for further feedback in w/c Feb 7th (5-10 working days)

**Benefits:**
• SPC would have more time to complete vision/mission discussions and agree what to consult on.
• More time to arrange and advertise the consultations

**Risks:**
• The delay would impact on when the SPC can start discussions re: goals, actions and measures
• Leaves less time to gain approval/endorsement from relevant groups/people.
5. Consultation mechanisms

Whatever consultation option is selected by the committee, it is still recommended that feedback be sought via online and face-to-face mechanisms to ensure broad reach.

5.1 Online consultation

- Instrument: Web-based self-completion questionnaire powered by SurveyMonkey (see Annex I for early draft. Note that there is routing in question 1-4 that you cannot see on the pdf hard copy e.g. those who select ‘UH Hilo APT’ in Q1 will be routed to Q 4)
- Purpose of survey: Seek views on mission ‘elements’ and vision ‘elements’ and identify any differences across groups
- Design: Mix of closed and open questions.
- Issued via: Press release, o‘hana, UHH website news, strat planning website, UH Hilo facebook and twitter, UH Hilo alumni newsletter, UHHSA facebook page, direct to local schools, businesses, labor organizations, community leaders and others.

5.2 ‘Town-hall’ sessions

- Purpose: Face-to-face meetings facilitating two-way interaction. Depending on numbers, could encourage group exercises
- One hour sessions
- Ask similar questions to those asked in online consultation
- Four meetings. One each for the following broad stakeholder groups – faculty, staff, students, community (external stakeholders)
- Location for meetings: CC301 is a newly renovated meeting room in the campus center. It has audio-visual equipment and can hold up to 125 people.
- Expectations of SPC members: If possible, SPC members could help facilitate the meetings relating to their stakeholder groups.