Organization of Listening Tour Outcomes

Action required: SPC members are asked to:

- Note the process for drawing together the outcomes from the listening tour analysis

1. Background

The Strategic Planning Committee is tasked with reviewing existing information and evidence relating to UH Hilo to inform development of the university’s next strategic plan – the first element of which being redevelopment of our mission and vision. The listening tour, a series of 30 meetings held with various stakeholder groups across and beyond campus, is one such source of information. At its November 17th meeting, the committee was split into five groups and each group tasked with analyzing and synthesizing the outcomes from six notes from the tour sessions. This was to both organize and identify the common issues raised by stakeholders, and to help committee members become more familiar with the views of people in and around campus. The groups were asked to identify the top five most prevalent themes or issues raised by participants under the areas of UH Hilo’s strengths, weaknesses, challenges, priorities and current goals. Recognizing that prevalence does not always indicate importance, groups were also asked to identify 1-2 other issues that they determined warranted raising with the full committee.

2. Process for Organizing Listening Tour Outcomes

The aim is to draw together the top five themes identified by each group for each area (strengths, weaknesses, challenges, priorities and current goals), and to organize them such that we identify super-themes/issues.
a) **Write themes/issues to post-its:**

- Write your top five themes/issues, and the other 1-2 issues you may have deemed important to raise, onto post-it notes for the area you’ve been allocated to start with
- One post-it for each theme/issue.
- Stick post-its to the relevant flipchart paper representing your allocated area.

b) **Arrange themes/issues into groups:**

- Move to the next area and again write your top five themes/issues onto post-its, as well as the other 1-2 issues you may have deemed important to raise.
- There will already be some themes/issues on the area you’ve moved to.
- Match similar themes/issues to the ones you identified – that is, group the themes/issues by similarity.
- Work quickly to get some basic structure in place. It’s ok to have ‘lone-wolves’.
- Do this for each area you move to.

c) **Create super-themes for groups:**

- Each SPC group stay by the area they’ve ended with (e.g. current goals).
- Review the theme/issue groups that have been organized during the process and revise if necessary.
- Then create a super-theme heading that summarizes the theme/issues in each group. In some cases an existing theme/issue may serve as the header. In other cases, a new statement is drafted to summarize the facts.
- Write headers on a post-it in a distinctive style or color to have them stand out.