STRATEGIC PLAN FOCUS GROUPS

Thematic Statements

I. What is the brightest opportunity, internal or external, before Shepherd University today?

The combination of scenic beauty, proximity to the DC/Baltimore area, outstanding faculty and staff, and small class size attracts quality students to Shepherd University.

II. What is the darkest problem, internal or external, facing Shepherd University today?

Shepherd University has an aging infrastructure, significant space constraints (parking), and lagging financial resources influenced by a challenging economy.

III. What is the first thing that comes to your mind when I say, “Shepherd University Crossroads Strategic Plan?” Expand on that. What do you mean?

The Shepherd University Crossroads Strategic Plan produced noticeable improvements in student learning and campus beautification; however, the campus community continues to struggle with a lack of a common definition of premiere, workload, and sufficient resources.

IV. Of these four priorities (pre-listed on handout or flip chart), which do you feel is most important to the future of the university?

- Pathway #1: Inspire Student Learning and Development
- Pathway #2: Optimize Potential of Faculty and Staff
- Pathway #3: Create a Beautiful and Welcoming Campus
- Pathway #4: Stimulate the Cultural and Economic Development of the Region

The future of Shepherd University depends upon student learning opportunities and outcomes, support for faculty and staff, and an enhanced partnership with the Shepherdstown community.

V. In what ways do you see Shepherd University making progress on our vision to become a nationally respected, premier liberal arts university?

Library and technology enhancements, increased emphasis on grant writing, internships, scholarships, and endowments are helping Shepherd University become a nationally respected premier liberal arts university.

VI. In what ways do you see Shepherd University failing to make progress on our vision to become a nationally respected, premier liberal arts university?

Shepherd’s student population and program growth could outstrip our ability to garner resources to become premiere.

VII. Is there anything that we have missed? Have we covered everything?

The success of Shepherd University is dependent on its historic partnership with the Shepherdstown community.