

Weber State University Board of Trustees Strategic Planning Meeting
December 7, 2020 – 3:00 pm
WSU Ogden Campus
Online Forum – Zoom Meeting

Mr. Chaz Steimel, Institutional Analyst II

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No public attendees were present

No members of the press were present

The Strategic Planning Meeting of the Board of Trustees
convened at 11:28 AM on 01/28/2014. The meeting was held in the Board Room on 01/28/2014. The meeting was held in the Board Room on 01/28/2014.

Welcome

Strategic
Planning History

Draft
Foundational
Statements:
Values, Vision,
Mission, Core
Themes

Presentations -
University
Planning Council
Task Forces

on relationships. 2- Gallup survey: Workplace engagement point to the importance of relationships. 3- Desired “personal contacts” outcomes: Outside the classroom/inside the classroom. 4- Proposed strategies

5. Vice President Betsy Mennell and Ms. Amy Hajdas gave a presentation on Marketing and Branding. Their presentation included 1- Goal & desired outcomes. 2- Goal statement. 3- Desired outcomes. Discussion concerning benchmark and goal levels followed.

Next Steps

V.V.

Other

Meeting
Adjourned