Strategic Planning Process

Chancellor Freitas appointed members to the Strategic Planning Committee in April 2014. The Strategic Planning Committee met regularly, usually weekly for 2 hours, throughout May, June and July. A draft document was provided to senior administration for review and approval, and then distributed to the campus community in early August.

Over the course of the summer, the Strategic Planning Committee conducted a situational analysis to consider the current external and internal environment the university finds itself in, formulated emerging themes and strategies based upon the environmental assessment, determined key stakeholders, and the development of procedures to obtain feedback on a draft of the strategic plan.

Strategic Planning Steps:

1. Analysis and revision of the current mission statement
2. Defining the vision for the future and developing a vision statement
3. Identifying core values
4. Determination of core themes
5. Developing goals and objectives within the core themes
6. Timeline for campus feedback on draft document

Campus Feedback:

The campus community has 8 weeks (mid-August through mid-October) to provide written feedback and suggestions via an electronic submission method. In addition, there was an open discussion opportunity for faculty to discuss the draft document at Professional Development Day on August 20th. Two all-campus open forums were provided for open discussion on September 5th and September 23rd.

The Strategic Planning Committee will consider all feedback at its next meeting on October 17th. Revisions to the draft Strategic Plan will be made by the Committee and submitted to senior administration for approval shortly thereafter. All feedback received on the Strategic Plan will be given to senior administration with the final draft of the document, whether the suggestions were incorporated into the final draft or not. The final document will be presented to the Board of Regents at the end of Fall Semester for approval. The 5-year Strategic Plan will cover the Fall 2015 through Spring 2020 time frame.

Implementation and Evaluation Plan:

The next step will be to create an implementation and evaluation plan for the Strategic Plan. This will be done in Spring Semester 2015 by a somewhat different group of planning committee than the members that created the plan. Parts of the plan will be distributed to various divisions of the university. The implementation and evaluation plan will describe the monitoring and assessment details of the implementation of the Strategic Plan to determine if the plan is achieving the objectives leading to the strategic goal. If not, then adjustments to the long-term strategy will be necessary.