



Strategic Planning

Developing Charges for Work Groups

Presented to the
Strategic Planning Steering Committee

November 1, 2010



Where We Are and Where We're Going...

- **October 20 meeting:**
 - + Discussed a sense of urgency
 - + Investigated Weaknesses & Threats (for **WTSO** analysis)
- **October 26 meeting:**
 - + Investigated meaning of scholarly engagement (ESPI work group)
 - + Faculty panel on synergies
 - + Investigated Weaknesses & Threats (for **WTSO** analysis)
 - + Collected goal elements & characteristics for working group charges
- **Tonight:**
 - + Student feedback panel
 - + Reflect on and prioritize goal elements & characteristics to develop charges
 - + Make two new best friends
- **November 8 meeting:**
 - + Launch work groups
 - + Explore how to include KU community into WG
 - + Role of steering committee & other WGs



2

Coming to Terms With Strategic Planning

- **Quotation from James Moeser:**

“...A good plan needs to be specific enough to include concrete action steps, assignment of responsibility and a mechanism for measuring success. It also needs to be flexible enough to allow for opportunistic adjustments as the environment evolves.”

- **Definition of terms:**

- *Strategic Plan* – The narrative map that communicates where an organization wants to go and identifies how it intends to get there.
- *Vision* – A description of a desired future state. The best visions are vivid, compelling, and well-understood and build on the institution’s strengths and values.

3

Source: Patrick Sanaghan, *Collaborative Strategic Planning in Higher Education*, (Washington DC: National Association of College and University Business Officers), 9.



Coming to Terms With Strategic Planning

- **Definition of terms (continued):**

- *Core Values* – The core beliefs and guiding principles that govern daily behavior, communication, decision making, and leadership within an organization. These are considered non-negotiable.
- *Mission* – Articulates the institution’s purpose and the major activities in which it is engaged. By incorporating its particular values, an institution differentiates itself from other organizations engaged in similar activities.

4



Coming to Terms With Strategic Planning

- **What we provide to each of the work groups on**

1. **Energizing the Educational Environment;**
2. **Driving Discovery and Innovation;**
3. **Engaging Scholarship for Public Impact**

is a charge of the following form:

- *Goal* – Large-scale effort that, when accomplished, moves the organization closer to its vision. Effective goals are subject to assessment.
- *Characteristics* – Specific aspects of the goal to focus on.

5



Coming to Terms With Strategic Planning

- **What the work groups develop:**

- *Strategy or Strategic Action* – A particular measurable approach in pursuit of an organization's vision, usually in support of one or more specific goals. It includes a timeline that specifies who will do what and when. The best strategic actions are SMART:
 - Specific
 - Measurable
 - Agreed upon
 - Reasonable
 - Time-limited
- *Metrics and benchmarks* – Success indicators that mark the progress of the strategic actions and their work plans.

6





Strategic Planning
Strengths and Opportunities

Presented to the
Strategic Planning Steering Committee

October 26, 2010

KU
THE UNIVERSITY OF
KANSAS