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 WT SO analysis)

- **October 26 meeting:**
  - Investigated meaning of scholarly engagement (ESPI work group)
  - Faculty panel on synergies
  - Investigated Weaknesses & Threats (for WT SO 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
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.


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.
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.

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.
Strategic Planning
Strengths and Opportunities

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October 26, 2010