Development of a New University Strategic Plan

Presentation to Academic Senate
September 10, 2014
Lou Romano
Development of a New University Strategic Plan

Process began Winter 2014

Consultant: The Barthwell Group, Detroit, MI

Specializing in
  Assessments
  Diversity and Inclusion Enhancement
  Strategic Planning
  Brand Enhancements
  Enhancing Organizational Cohesion
  Training/Workshops
  Building Strategic Collaborations
  Supplier Diversity Strategy and Enhancements

Formation of Committees and Focus Groups
Development of a New University Strategic Plan

Executive Committee
Michael Wright, Chief of Staff, VP for Marketing
Margaret Winters, Provost
Rick Nork, VP for Business Operations
Steve Lanier, VP for Research

Steering Committee
Patrick Lindsey, VP Government Affairs
Farshad Fotouhi, Dean of Engineering
Cheryl Waites, Dean of Social Work
Wayne Raskin, Dean of CLAS
Ahmad Ezzeddine, Assoc. VP for Educational Outreach
Monica Brockmeyer, Asoc. VP for Student Success
Joe Dunbar, Assoc. VP Research
John Schiavone, Senior Director, Strategy and Innovation, SOM
Joe Sawasky, VP computing and Information Technology
David Strauss, Dean of Students
Naiomi Shangle, Undergraduate
Lou Romano, Professor of Chemistry, Pres. Academic Senate
Shijie Shang, Professor of Pathology, Pres. Executive Committee, SOM
Development of a New University Strategic Plan

**Focus Groups**
- Faculty
- Staff
- Students
- Administrators
- Alumni

**Community Advisory Group**

**External Stakeholders**
- (donors, institutional corporate foundation partners)
Steps:

1. Develop Vision, Mission and Strategic Focus Area Statements.
2. Develop strategic Goals for each Focus Area.
3. Develop strategic Objective for each Focus Area.
4. Draft the Strategic Plan.
5. Draft the Tactical Action Plan to achieve the objective in the Strategic Plan.
6. Contact academic unit heads to describe process for plan implementation.
7. Review academic unit’s implementation plan.
Vision:
WSU is recognized as a pre-eminent, public, urban research university known for academic and research excellence, success across a diverse student body, and impactful engagement in its urban community.

Mission:
Wayne State’s mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact the local and global communities.

Strategic focus areas:
Ensure student success
Increase strategic, collaborative research
Achieve academic and teaching excellence
Leverage diversity as a competitive advantage
Drive innovation and entrepreneurship
Enhance community engagement
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**Defining Goals and Objectives**

**Goals**
- Strategic goals are statements of what you wish to achieve over the period of the strategic plan
  - Broad
  - General Intentions
  - Intangible
  - Abstract
  - Aspirational

**Objectives (Quantifiable Measures)**
- Objectives are usually specific statements that contribute to the achievement of “bigger” goals
  - Narrow
  - Precise
  - Tangible
  - Concrete
  - Can be validated

**Directional**
- Move toward accomplishing the vision statement

**Reasonable**
- Are practical and obtainable, not extreme

**Visible**
- Are easy to visualize

**Inspiring**
- Are challenging, affect you positively

**Futuristic**
- Will be fulfilled at a future time

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**Specific**
- The objective will achieve a particular, detailed result

**Measurable**
- The objectives are quantifiable

**Attainable**
- They should be feasible

**Timed**
- They have a deadline
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Schedule of Planning Meetings

Steering Committee had met four times, three additional meetings planned

Focus groups have met several times, input provided to Steering Committee

Town Hall meeting, 10 AM on October 23

Provost and Senate Pres. meeting with Schools and College Faculty Assemblies
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Completion expected before the Winter Semester