

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, Assoc. 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)

Development of a New University Strategic Plan

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.

Development of a New University Strategic 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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- Enhance community engagement

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

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

Objectives (Quantifiable Measures)


Objectives are usually specific statements that contribute to the achievement of "bigger" goals

- Narrow
- Precise
- Tangible
- Concrete
- Can be validated

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

