All University Meeting

Strategic Planning

September 10, 2014
Strategic Planning “A Look Back”

• Strategic Planning Day 2013– Campus discussion and review of our Strategic Directions
• Strategic Planning Committee convened
• Committee review of strategic directions
• Recommendations to rework and define new strategic directions
• Committee membership appointments
Strategic Planning 2014-2015

Southwest Minnesota State University Strategic Planning

Mission & Vision

- Student Learning & Success
- Meaningful Partnerships & Engagement
- Academic Excellence & Distinctiveness

Learners

Academic Plan
Diversity Plan
Campus Master Plan (Facilities)
Enrollment Management Plan
Institutional Capacity and Effectiveness

09/05/14
The Strategic Planning Committee facilitates the University’s Strategic Plan by reviewing, monitoring, and communicating progress toward the University’s goals. The Strategic Planning Committee will be engaged in an ongoing, adaptive, and inclusive process that will result in the development of a dynamic and comprehensive five-year Strategic Plan that includes goals, objectives, strategies, tactics, and performance indicators.

The process will include engaging the University community in strategic planning process, soliciting input on the Strategic Plan, and participating in the University Strategic Planning events.

Each of the five Subcommittees will develop specific plans that will be included in the overall Strategic Plan and are designed to support and enhance SMSU’s mission, vision, and values.
The Academic Plan Subcommitte will develop an Academic Plan that will:

• inform University decision-making
• coordinate with all other University plans
• provide a framework for existing planning processes occurring at the program, departmental, college, and university level as well as with the University’s commitment to self-review and best practices outlined by the HLC
• focus on academic issues and support services
• prioritize current and future academic goals of the University
• provide a set of strategies for accomplishing the mission and vision of SMSU
The Diversity Plan

The Diversity Subcommittee will develop a Diversity Plan that will:

• encourage commitment and create alignment so that our approach to diversity and inclusion efforts are accomplished through a coordinated, collaborative, and integrated manner

• outline goals that will move toward excellence and completion: access, opportunity, success, and accountability

• create a culture that encourages collaboration, flexibility, and fairness in a diverse and inclusive environment

• ensure diversity, equity and respect of all faculty, staff, and students throughout the University

• innovate to meet current and future educational needs
The Campus Master Plan (Facilities) Subcommitteee will:

- develop a Campus Master Plan designed to provide Southwest Minnesota State University (SMSU) with a valuable tool for future decision making. The Plan will support the academic and overall University mission and set a logical course for capital improvements over the next two decades.
The Enrollment Management Plan

The **Enrollment Management Subcommittee** will develop a strategic Enrollment Plan that will:

- foster long-term enrollment success and fiscal health
- provide goals for student recruitment and overall student success and retention
- use a data-informed process
- address pressing challenges in the marketplace
- respond to changing demographics and support diversity and inclusion
- be part of an ongoing and adaptive process
The Institutional Capacity and Effectiveness Subcommittee will develop a plan that celebrates and champions the institution representing:

- the people (examples: professional development, build personnel and professional capacity, succession planning, new employee orientation, etc.)
- campus culture (examples: spirit of SMSU, culture of civility, mentorship, employee branding)
- complexity (how it all fits together)
- resource development (human and financial)
- continual improvement across the institution
GOAL – A goal is a broad aim toward which efforts are directed. It is a “what” not a “how.” Goals tell us where we are going rather than how we will get there.

OBJECTIVE – Objectives are closely tied to goals and are specific and measurable milestones that must be achieved in order to reach goals. Objectives often have specific measures included in them.

STRATEGY – A strategy is a plan of action designed to achieve an objective. Strategies tell us how we are going to get there, the overall direction we are going to take.

TACTIC – A tactic is a specific action step required to deliver on a strategy. Tactics are what we will do, and for every strategy, there may be a number of tactics.

PERFORMANCE INDICATOR – Performance indicators measure if the strategies and implementation tactics we are taking are helping to reach our objectives and overall goals.
Mission
Southwest Minnesota State University prepares students to meet the complex challenges of this century as engaged citizens in their local and global communities. Our comprehensive degree programs, taught in the liberal arts tradition, are dedicated to connecting students’ academic and practical professional development experiences in southwestern Minnesota to the wider world.

Vision
Southwest Minnesota State University is a university of choice.
Revisiting Our Values
Our Next Meeting

Wednesday, September 24, 2014
Upper Conference Center
3:30 – 4:30