Superior Visions 2020: UW-Superior’s Strategic Planning Process

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August 28, 2013
Today’s Agenda

- Why Strategic Planning
- Strategic Planning Research Teams formed
- Eight research topics
- Process, timeline and how to be involved
- Website link and Q&A
Previous Plan

- “Laundry List”; not prioritized, not strategic
- Not informed by external forces or data
- Goals were not S.M.A.R.T.
- No end date of the plan or expectations when goals would be accomplished
“...a strategic planning process that builds from areas of strength, promise, and opportunity to create a plan that will guide the future of the University”
Strategic Issues to Address

1. Redefine institutional Mission and Identity.
2. Identify and market “signature” programs.
4. Ensure program relevance.
5. Ensure high impact practices across all programs.
6. Ensure student learning assessment across all programs.
7. Increase enrollment across all categories of students.
8. Improve student retention.
10. Diversify revenue sources.
The Planning Process
Superior Visions 2020
Steering Committee and Research Teams

- Meet our Facilitator: Dr. Steve Reno
- Strategic Planning Steering Committee (SPSC): Small team to work with our planning facilitator to keep the teams on task and on time
- CIPT members provide leadership for 8 research teams
- Volunteers: Faculty and staff assigned to research teams
- Campus and community involvement
Research Teams: Members form the circle of researchers/readers for all planning documents; and will engage others across the institution and from business, community and alumni as appropriate for their work.
Strategic Planning: 8 Research Topics

Research Teams: Focus on specific questions

- **Group One:** Who are the constituencies we currently serve and who are the ones we could potentially serve?
- **Group Two:** What is the demonstrated need for the programs we currently offer? How effective are they?
- **Group Three:** Who are our competitors and what distinctive advantages do we have (or could we have) relative to them?
- **Group Four:** What forces external to the University could affect its future either positively or negatively?
Group Five: What forces internal (including mission, vision and finances) to the University could affect its future either positively or negatively?

Group Six: What is the current culture of our University and what should it be?

Group Seven: What are our current revenue sources and what should they be?

Group Eight: What mechanisms do we have to assess the quality of our core functions and how effective are those? How do we use our processes such as strategic planning to track progress toward goals? How do we know if we are successful?
Questions for the Research Teams

1. What do we know (about this topic)?
2. What more do we need to know about it?
3. What **key findings** do we note?
4. What **conclusions** do we draw from these findings?
5. What **steps** might the University take to address this situation/prospect?
Timeline for Strategic Planning

May 2013 – August 2013
- 8 Research Teams identify data sources, and constituent groups to involve in conducting an environmental scan for each question

October 2013
- **October 14:** Research Teams meet individually with SPSC and Dr. Reno to report findings to date
- **October 15:** Research Teams meet together to share findings

October 2013 – November 2013:
- Research Teams continue to work
Timeline for Planning (continued)

November 2013

- Research Groups complete environmental scan and finalize their findings

December 2013

- **December 2:** Research Groups present findings of research at **all campus meeting**
- Two week comment period
January 2014
- Steering Committee begins initial draft of strategic initiatives and goals
- Research Teams review and provide input for revisions

February 2014
- **February 12: All campus meeting** to present the draft initiatives and goals
- Two week comment period; Governance review/input
Timeline for Planning (continued)

- **March 2014**
  - Steering Committee refines strategic initiatives and goals and develops metrics and draft strategic plan
  - Receives feedback from Research Teams
  - Revisions as needed

- **April 2014**
  - **April 7**: Strategic Plan with metrics posted to website
  - Two week comment period; Governance review/input
  - Revisions as needed
May 2014
- Draft plan reviewed by Chancellor’s Cabinet
- Steering committee and Facilitator “polish” the Plan
- **May 8:** Superior Visions 2020 Plan presented to UW Superior Community
- Implementation and monitoring of the plan begins
Final Thoughts and Call to Action

- What kind of university do you want UW-Superior to be?
- What are the obstacles to that?
- What are you professionally prepared to do to make that happen?
Opportunity for Questions

- What questions do you have about our strategic planning process?

- Website:  www.uwsuper.edu/strategic-plan