



THE UNIVERSITY OF
KANSAS

Student Affairs 2017 – 2020 Strategic Plan *Planning Process Overview*

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What is a Strategic Plan?

- *Strategy* refers to consciously choosing to be clear about your organization's direction in relation to what's happening in the dynamic environment.
- *Strategic Plan* is the formalized road map that describes how an organization executes the chosen strategy.
 - Spells out where an organization is going over the next year or more and how it's going to get there.
 - Focuses on an entire organization or major function.
 - Communicates your strategy to staff.
 - Focuses the energy, resources, and time of everyone in the organization in the same direction.



Four Elements of a Strategic Plan

- **Where are we now?**
 - Strategic Review, Mission, Values, and Organization-Wide Strategies
- **Where are we going?**
 - Vision
- **How will we get there?**
 - Strategic goals, initiatives, action items
- **How will we measure our progress?**
 - Scorecard/Key Performance Indicators



KU Student Affairs Strategic Planning Process

- **Six Phase Strategic Planning Process:**
 - i. Determine Strategic Foundation
 - ii. Assess Strategic Position
 - iii. Develop Strategic Goals, Initiatives, and Metrics
 - iv. Develop and Review Strategic Plan
 - v. Execute Strategic Plan
 - vi. Develop/Revise Department Specific Strategic Plans



Phase 1: Determine Strategic Foundation

- **Timeframe:** August – October 2016
- **Key Phase Activities:**
 - Establish strategic planning process
 - Create Student Affairs Strategic Planning Committee
 - Share strategic planning process with entire division
 - Evaluate current mission and vision statements
 - Collect feedback from Student Affairs Leadership Team and Strategic Planning Committee to create values statements.
- **Deliverables:**
 - Finalized timeline
 - Student Affairs Strategic Planning Committee
 - Mission, vision, and values statements



Phase 2: Assess Strategic Position

- **Timeframe:** November 2016 – January 2017
- **Key Phase Activities:**
 - Administer survey to all Student Affairs staff (11/4 – 11/18)
 - Collect student feedback via survey/focus groups (TBD)
 - Analyze collected data for use in the formulation of goals, initiatives, and metrics.
- **Deliverable:**
 - SWOT Analysis



Phase 3: Develop Strategic Goals, Initiatives, and Metrics

- **Timeframe:** January – March 2017
- **Key Phase Activities:**
 - Develop and finalize strategic goals
 - Allow all staff to provide feedback on list of identified strategic goals
 - Develop and finalize division initiatives that support each strategic goal
 - Develop and finalize metrics/key performance indicators (KPIs)
- **Deliverable(s):**
 - Final strategic goals, initiatives, and metrics
 - Metrics/KPIs Scorecard for measuring progress toward goals



Phase Four: Develop and Review Strategic Plan

- **Timeframe:** March – April 2017
- **Key Phase Activities:**
 - Strategic Plan Development
 - Strategic Plan Review
 - Final review and approval by Dr. Tammara Durham and the Student Affairs Leadership Team
- **Deliverable:**
 - Final 2017 – 2020 Student Affairs Strategic Plan



Phase 5: Execute Strategic Plan

- **Timeframe:** April 2017 – June 2020
- **Key Phase Activities:**
 - Share final mission, vision, values, and strategic plan with all Student Affairs staff
 - Prepare strategic plan communication materials
 - Using established metrics, collect associated 2016 – 2017 data to establish baseline
 - Preliminary & Annual Strategic Reviews
 - 2020 – 2023 Strategic Planning Process
- **Deliverables:**
 - Communication Materials
 - Preliminary & Annual Metrics/KPIs Scorecard
 - 2020 – 2023 Student Affairs Strategic Plan



Phase 6: Develop/Revise Department Specific Strategic Plans

- **Timeframe:** 2017 – 2018
- **Key Phase Activities:**
 - Strategic Planning Committee members lead in developing department specific strategic plans, initiatives, and metrics
- **Deliverables:**
 - Final strategic plans for each Student Affairs department



Student Affairs Strategic Planning Committee

Steve Allton (<i>LSS</i>)	Michael Maestas (<i>CAPS</i>)
Meagan Collins (<i>SAPEC</i>)	Megan Smith (<i>Hilltop</i>)
Vanessa Delgado (<i>SILC</i>)	Lindsay Orion (<i>VPSA</i>)
Joe Gillespie (<i>Watkins</i>)	Kari Stone-Sewalish (<i>Conduct</i>)
Leticia Gradington (<i>SMMS</i>)	Jill Urkoski (<i>Rec Services</i>)
Kevin Joseph (<i>VPSA</i>)	Aramis Watson (<i>Housing</i>)
Lisa Kring (<i>KU Memorial Union</i>)	



When Will You Be Involved?

- **Phase 1:** Student Affairs Leadership Team & Student Affairs Strategic Planning Committee
- **Phase 2:** **Student Affairs Staff (All)**, Student Affairs Leadership Team, Strategic Planning Committee, & Students
- **Phase 3:** **Student Affairs Staff (All)**, Student Affairs Leadership Team, & Strategic Planning Committee
- **Phase 4:** Student Affairs Strategic Planning Committee & Student Affairs Leadership Team
- **Phase 5:** **Student Affairs Staff (All)**, Student Affairs Leadership Team, & Student Affairs Strategic Planning Committee
- **Phase 6:** **Student Affairs Staff (All)**, Student Affairs Leadership Team, & Student Affairs Strategic Planning Committee



Communication Methods

- **Student Affairs Website**

- Strategic Planning Process
- Status Updates
- Meeting Agendas & Notes

- **Student Affairs Monthly Update**

- Strategic Planning Committee members lead in developing department specific strategic plans, initiatives, and metrics

- **Email**

- Updates sent, as needed

- **Strategic Plan Communication Pieces**

- Strategic Plan, One-Page Communication Document, Website



Conclusion

- In summary:

- Final strategic plan will establish our focus and direction for the next three years
- Inclusive strategic planning process– Participate!
- Updates and progress communicated via various communication channels
- Targeted Completion: April 2017

Questions?

