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

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