

The University of Central Arkansas

# Strategic Planning

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# Establishing the Support Structure for Planning

The strategic planning chair,  
Dr. Michael Schaefer,  
and the facilitator  
have worked with the President  
and many others  
to build a suggested process

Presenting  
that  
Process  
to You

# Today's Agenda

- What I Have Discovered in My Preliminary Review
- The Strategic Planning Structure
- Identifying the Strategic Planning and Resource Council and Its Task Forces

(Continued)

# Agenda (continued)

- The Work of the Strategic Planning and Resource Council (Planning Assumptions and Driving Forces-Overview of Process)
- The Work of the Task Forces
- Building a Strategic Plan and a Process for Successful Accomplishment

# A first look at:

- *Strengths*
- *Weaknesses*
- *Opportunities*
- *Threats/Challenges*
- *Driving Forces*
- *Core Values*
- *Institutional  
Distinctiveness*

# Appoint a Strategic Planning Process Coordinator

Dr. Carl Frederickson



# Establish Strategic Planning and Resource Council (SPARC)

- Several General Faculty Members (Senate Pres., etc.)
- Chair of the SPARC; Dr. Michael Schaefer
- Students
- President Meadors
- Vice Presidents
- A Dean
- A Division Head
- Strategic Planning Process Coordinator; Dr. Carl Frederickson (non voting)
- A Director
- Member of the Secretarial or Clerical Staff
- Member of the Custodial or Maintenance Staff
- A Functioning Secretary; Ms. Carol Daves (non-voting)
- A person to build a communication plan; Mr. Jeff Pitchford
- External Members
- Others or different members?

# Work of the SPARC Begins

- Review the Most Recent Strategic Plans and Accomplishments
- Form Task Forces (Institutional Distinctiveness and Governing Ideas)
- Create a Communication Plan  
*(The most serious mistake in communications is to assume it happened.)*
- Prepare the Planning Assumptions
- Determine the Driving Forces
- Prepare for a Stakeholders' Conference

# Governing Ideas Task Force

- Core Values Statement
- Mission Statement
- Vision Statement
- Strategic Directions Statements

# Institutional Distinctiveness Task Force

- Establish the Criteria and Procedures for Identifying, Assessing, and Developing the Institution's Distinctiveness Identity
- Identify Opportunities for Distinctiveness
- Conduct Open Forums
- Prepare Report and Recommendations

# Optional Task Forces

- They are totally institutional specific and need not even exist.
- Sometimes it may be appropriate to form a task force based upon a special strength or issue at the institution.

# Writing Committee

- A writing committee will be formed and chaired by the SPARC chair or his/her designee.
- The writing committee will be responsible for creating drafts of Conference results.
- The writing committee will be responsible for the process of “sense making.”

# Estimated Timelines

- By late February the planning assumptions statements should be firm.
- By late March the driving forces, core values and institutional distinctiveness concepts should be in a near final form to be examined by a stakeholders conference.
- By the end of this semester, the mission statement should be well tested.
- By the end of this semester, the vision statement should be ready for testing with more work intended.

# Stakeholders' Conference

- A stakeholders' conference will most likely occur on April 7, 2010.
- The conference will come close to finalizing the driving forces, core values and institutional distinctiveness.
- The conference will address the mission and vision statements.



# Estimated Timelines

- By late September, the mission statement, vision statement and a statement of institutional distinctiveness should be in near final form.
- By late September, the Governing Ideas task force should have the first draft of the general strategic goals ready for consideration.

# Estimated Timelines

- In late September or early October a stakeholders' conference will be held to initiate the process to finalize the mission and vision.
- At this conference, agreement will begin to form on the strategic directions/goals.
- Any other strategic statement not yet finalized will be completed at this conference.

# Estimated Timelines

- In late November or early December a final stakeholders' conference will be held to give near final input on the strategic goals.
- This conference will also be directed at identifying a list of initiatives within the various goals in addition to preliminary priorities among the initiatives.
- Prior to this conference many vehicles will be used to solicit input on potential strategic initiatives for each goal.

# Estimated Timelines

- The President's Executive Staff will then begin the process of finalizing priorities, building steps within high priority initiatives and considering resource allocations.
- These plans will be tested and discussed with the Strategic Planning and Resource Council and the President's Executive staff at a 1-2 day retreat.
- The plan will be widely distributed.
- The Strategic Planning and Resource Council will continue as an advisory body to the President as needed.

Achieve the Goals