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Strategic Planning

For this component of Topic 2, view the slide presentation entitled "Why do strategic planning." Strategic planning is an integral part of the successful university. If done well, it provides the impetus for future growth. I have already shared Mississippi College's (MC) mission and vision statements. As a component of the strategic plan, Mississippi College adopted 12 goal statements. These are permanent. Please view the related PDF file. Each year, MC adopts short-term objectives that should be measurable and definable. Some examples follow:

DEVELOP A COMPREHENSIVE AND UNIFIED PUBLIC RELATIONS PLAN.

ENHANCE, DEVELOP AND PROVIDE ADEQUATE RESOURCES FOR GRADUATE PROGRAMS THAT ATTRACT STUDENTS WHO CAN BENEFIT FROM GRADUATE STUDY AT MISSISSIPPI COLLEGE.

CONDUCT A DETAILED REVIEW OF MC'S RETENTION RATES. SUB-POPULATIONS SHOULD BE INCLUDED IN THIS REVIEW.

Determine growth potential in specific academic programs for undergraduate, graduate, and law.

DEVELOP AN ENROLLMENT MANAGEMENT PLAN.

TRACK KEY ENROLLMENT.

EVALUATE AND ANALYZE CURRENT RESIDENTIAL POPULATION IN AN EFFORT TO MAXIMIZE THEIR MISSISSIPPI COLLEGE EXPERIENCE IN A FISCALLY RESPONSIBLE MANNER.

Develop a system by which endowed scholarships and institutional discounts are combined in order to maximize enrollment and maximize benefit to both the academic department and the college.

Continue to track the economic efficiency of academic units and analyze trends and significant developments.

Determine the financial impact of international programs to the institution.

MAKE THE HONORS PROGRAM A POWERFUL, DISTINCTIVE FEATURE OF OUR ACADEMIC PROGRAM AMONG PROSPECTIVE STUDENTS, ESPECIALLY THOSE WITH STRONG ACADEMIC BACKGROUNDS.

IMPROVE FACULTY DEVELOPMENT OPPORTUNITIES THAT LOOK TO TEACHING EFFECTIVENESS.

REFINE OUR PROCESSES FOR MEASURING STUDENT LEARNING.

DEVELOP BOTH THRESHOLD AND CAPSTONE COURSES FOR ACADEMIC PROGRAMS REITERATING BOTH LITERACY SKILLS AND THE KNOWLEDGE BASE AND METHODOLOGY OF THE MAJOR.

IMPROVE THE RECRUITING OF STUDENTS GENERALLY AND ESPECIALLY WITH AN EYE TO EXCEPTIONAL TALENTS AND ACADEMIC STRENGTHS.

MARKET ACADEMIC QUALITY BY DEVELOPING PROMOTIONAL LITERATURE FOR EVERY DEPARTMENT.

STRENGTHEN THE INTERNATIONAL DIMENSION IN OUR LEARNING ENTERPRISE. MC WILL ESTABLISH AN INTENSIVE ENGLISH PROGRAM (IEP) TO PREPARE INTERNATIONAL STUDENTS WITH THE LANGUAGE SKILLS NECESSARY FOR ACADEMIC SUCCESS AT MC.

GIVEN THE RISING IMPORTANCE OF INTERNATIONAL STUDENTS, MC WILL PUT INTO PLACE A SYSTEMATIC PROCESS FOR EVALUATING STUDENT TRANSCRIPTS AND ACADEMIC ADVISING FOR INTERNATIONAL STUDENTS.

TO ENHANCE ACADEMIC QUALITY, EVERY ACADEMIC DEPARTMENT WILL PUT INTO PLACE AND MONITOR TUTORIAL LABS STAFFED BY EITHER QUALIFIED STUDENTS OR FACULTY MEMBERS. IF STAFFED BY STUDENTS, THESE LABS WILL BE SUPERVISED BY A DESIGNATED FACULTY MEMBER.

DETERMINE FACULTY, STAFF, AND CURRENT STUDENT SATISFACTION.

DETERMINE FACULTY/STAFF SATISFACTION WITH FRINGE BENEFITS.

DETERMINE ALUMNI SATISFACTION.

DETERMINE CURRENT STUDENT SATISFACTION.

ENHANCE TIES TO MISSISSIPPI BAPTISTS.

These objectives provide guidance to the strategic planning process. As you can see on the slide presentation, once these objectives are agreed upon by the group leading the university strategic plan, action plans should be written and responsibility should be assigned.

Do you recall earlier in this lesson the importance of physical facilities? Please read the article "An Overview of Facilities Master Planning" found in the October 2006 issue of *College Planning & Management*. Note the importance of having a facilities master plan although it is time-consuming. The planning steps discussed in this article are as follows:

- Get organized,
- Gain approval for institutional projections,
- Plan for future academic programs,
- Get continuous feedback and review, and
- Document a detailed analyses of buildings and infrastructure.

University Strategic plans that can be found on the web for use in your assignment:

Northwestern University

Carnegie Mellon University

Towson University

New Hampshire University

Howard University

Sacred Heart

Villanova

Washington State University

University of Kentucky

Marquette

University of Michigan

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