

Chapter two

Strategic Management in Universities

What is strategic planning?

- Strategic planning is “a systematic effort to define and possibly alter the organization’s identity.”
- Strategic planning marks the transition from an internally focused, closed system to an externally oriented, open system.
- Strategic planning is anticipatory.

Why do strategic planning?

"The nice thing about NOT planning is that failure comes as a total surprise and is not preceded by a period of worry or depression."

- Planning channels movement toward the future.
- Planning makes certain controversial matters subject to discussion.
- Planning helps an organization with resource allocations.
- Planning provides an historical record of an organization's accomplishments.

Why do strategic planning?

Good luck and a flare for marketing might get a business established, but it is only insightful planning that ensures sustainable growth.

Strategic Action Planning Now by Cate Gable

Why do strategic planning?

“

SACS core requirement: 2.5 says:

“The institution engages in **ongoing, integrated,** and **institution-wide research-based** planning and evaluation processes that (1) incorporate a systematic review of institutional mission, goals, and outcomes; (2) result in continuing improvement in institutional quality; and (3) demonstrate the institution is effectively accomplishing its mission.”