Rogers State University

Strategic Planning Initiative

***Planning Model- Detailed Version***

*September 11, 2009*

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| **Sequence of Steps** | **Detailed Steps** | **Step Completion Date** | **Responsibility** |
| **Step 0**: Initiate and agree on strategic planning process, which should include:   1. The purpose of the effort 2. The steps in the process 3. The timing of the reports 4. The functions and membership of the group empowered to oversee the effort; i.e., the **Strategic Planning Committee.** 5. The commitment of resources necessary for proceeding with the project. | March 1  ***Complete*** | March 1  ***Complete*** | Coordinating Committee |
| **Step 1**: Revise the university mission and purposes in consideration of Higher Learning Commission (HLC) expectations and other external stakeholders.   1. Select mission subcommittee leaders from the membership of the Strategic Planning Committee. 2. Compare the University’s mission and goals to other regional universities achieving continuing approval from the HLC since 2005. | May 30  ***Complete pending OU Board of Regents Approval*** | May 30  ***Complete*** | Strategic Planning Committee  Mission Subcommittee |
| **Step 2:** Survey Collaborators and Beneficiaries   1. Identify key beneficiaries and collaborators of academic, support, or administrative programs and services 2. How does the institution learn about current and future needs, expectations, priorities and satisfaction levels? 3. What gaps exist between organization’s programs and services and the needs and expectations of key collaborators and beneficiaries? 4. Which of these gaps are of most concern to beneficiaries and collaborators? | Aug 21: LA email to Strategic Planning Committee Beneficiary & Collaborators Worksheets answering questions A and B (Fig. 6, 7)  Aug 28, Worksheets due from Strategic Planning Committee  Sept 4: LA email compiled worksheets (A & B) with questions C and D. to Strategic Planning Committee  Sept 9 Worksheet answers to C & D due from Strategic Planning Committee  **Sept 11, 2:00 pm**  **Strategic Planning Committee to review and finalize Collaborators and Beneficiaries Survey** | Sept ember 11 | Strategic Planning Committee |
| **Step 3:** Scan the environment through a SWOT analysis.   1. Societal 2. Economic 3. Political 4. Regulatory 5. Technological 6. Cultural | Sept 18: LA email Beneficiaries and Collaborators Survey to Environmental Subcommittee  **Sept 25, 1:00-4:30 pm**  ***SWOT and Goal* *Training Session* for Environment Subcommittees**  Oct 6: SWOT analysis forwarded to LA from Environmental Subcommittee chairs  **Oct 2, 1:00 -4:30 pm**  **Work Session-SWOT**  Oct 21: LA compiles SWOT analysis and emails to Environmental Subcommittees | October 2 | Environment Subcommittees |
| **Step 4**: Develop, categorize, and prioritize goals using guidelines:   1. alignment with mission and commitments 2. importance to stakeholders 3. collaboration 4. prioritizing, sequencing and timing 5. goal language 6. measurability 7. resources 8. approach | **Oct 23, 1:00-4:30**  **Work Session-Goal Setting**  Oct 27: Goals forwarded to LA for summarizing.  Nov 4: LA emails GOALS to Coordinating Committee | November 2 | Environment Subcommittees |
| **Step 5**: Create plan. | Nov 6: SWOT and Goals reviewed by Coordinating Committee and 1st Strategic Plan Draft emerges  Nov 13: Coordinating Committee edits 1st Draft  Nov 20: LA emails 1st draft of Plan to Strategic Planning Committee  **Dec 4, 2:00 pm**  **Strategic Planning Committee Edits First Draft of Strategic Plan**  **December 11, 2:00 pm**  **Strategic Planning Committee Adopts Final Strategic Plan**  Dec 15:  Strategic Plan to President  Dec 18:  Strategic Plan to Jan 2010 OU Regents Mtg. | December 15 | Coordinating Committee  Strategic Planning Committee |
| **Step 6**: Develop strategies and timeline (TENTATIVE) | Jan 4: LA emails Plan to all university departments to develop Strategies and Actions  Jan 25: Departmental Strategies and Actions due to LA  Jan 29: LA summarizes Strategies and Actions and emails document to  Strategies Subcommittee  **Feb 5: Strategies Subcommittee drafts University Strategies, Actions and Timeline**  Feb 12: LA emails Strategies, Action and Timeline to Strategic Planning Committee  **Feb 19: Strategic Planning Committee finalizes University Strategies and Timeline**  Feb 26: Strategic Plan, Strategies and Timeline to President | February 26 | Departments  Strategies Subcommittee  Strategic Planning Committee |
| **Step 7**: Monitor and evaluate the actual impact of strategic plan (TENTATIVE) | March 5: Departments establish Dashboards reflecting activity and impact of strategies. Dashboards are linked on the  Strategic Planning website.  March 5: All departments begin development of FY 2010 based upon Strategic Plan  May 7: Department heads submit Strategic Plan Annual Report of departmental activities, impact and evaluation of progress to LA for compilation.  June 18: LA sends compiled Strategic Plan Annual Reports to University Planning Committee  **June 25: 2:00 – 4:00 pm**  **University Planning Committee Meeting to evaluate Annual Reports and draft recommendations**  July 15: LA prepares *Annual University Strategic Plan Progress Report* and forwards to the University Planning Committee for final review  July 22: *Annual University Strategic Plan Progress* *Report* to President  Aug 9: *Annual University Strategic Plan Progress Report* published and distributed to internal and external groups and posted on website. | Ongoing | Departments  University Planning Committee |