

Senate Reference No. 18-26

NOVEMBER 12, 2018

FORT WAYNE SENATE: STRATEGIC PLANNING PROCESS

JEFF MALANSON

Chair, Strategic Plan Steering Committee

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Steering Committee

- Jeff Malanson, chair
- Krissy Creager, co-chair
- Tanner Clarke, CSSAC
- Farah Combs, CLs
- Tim Heffron, Athletics
- Bruce Kingsbury, Assoc. Dean, COAS
- Mark Masters, COAS
- LV McAllister, APSAC
- Isabel Nunez, CPS
- Lewis Ostermeyer, Student Government
- Mark Ridgeway, VPA
- Sue Skekloff, Library
- Mike Slaubaugh, DSB
- Max Yen, ETCS

Role of the Steering Committee

- **Purpose**

- Establish purpose, scope, opportunities, timeline, and deliverables for the strategic planning effort

- **Authority**

- Provide direction and oversight to the strategic planning process
- Charter working groups as needed and receive reports on their progress
- Serve as the final arbiter of project-critical decisions

Role of the Steering Committee

- **Authority, cont.**

- Steer the relationship among the University strategic planning process and existing efforts by individual colleges, schools, and departments
- Craft and review the strategic plan drafts
- Share strategic plan drafts with campus when appropriate

- **Boundaries**

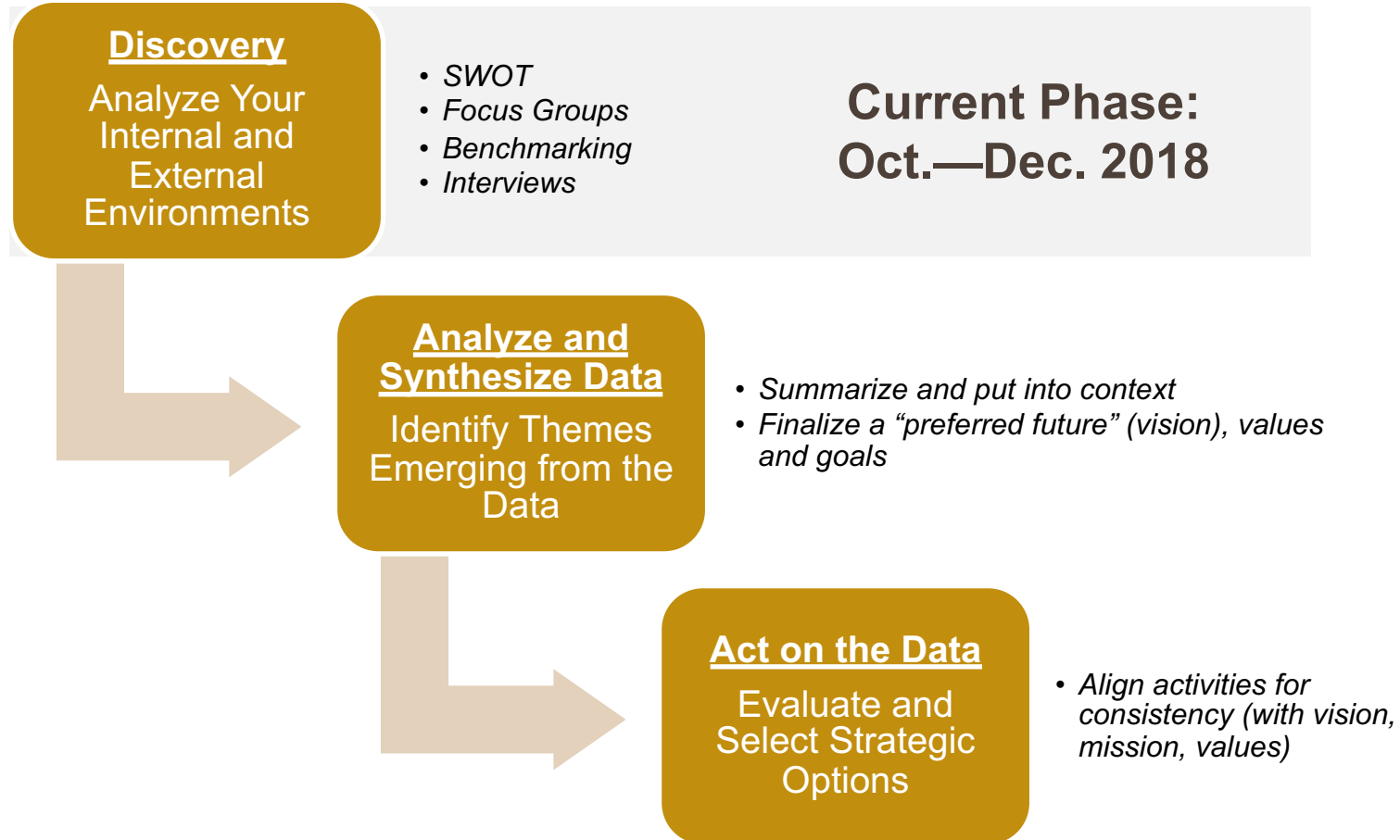
- The Steering Committee is not responsible for writing the strategic plan

Role of the Steering Committee

- **Relationships**

- Project sponsor: Ron Elsenbaumer
- Project manager: Sean Ryan
- Consultants: Kathy Church and Gary Frank, Strategic Focus Associates

Process Overview



Process Overview

- **Oct.–Dec. 2018—Discovery**
 - Focus Groups
 - Working Groups
 - Open Forums
 - Public Feedback Spaces
 - Website (www.pfw.edu/strategic-plan) — “Share Your Voice”
- **Dec. 2018—Compile the data and report on findings**
 - Assess current mission and vision statements in light of the data

Process Overview

- **Jan. 2019—“All Hands” meeting to begin interpreting the data and crafting a high-level strategy**
 - 250+ faculty, staff, and students—open to all who want to participate
 - All-day event; breakfast, lunch, and snacks provided
 - Review and interpret the data; develop the high-level strategy that will guide the development of the strategic plan
 - *The single-most important day in the strategic planning process*

High-Level Strategy

- **Strategic Plan 2020's Four Goals:**
 - Foster Student Success
 - Promote the Creation, Integration, and Application of Knowledge
 - Serve as a Regional Intellectual, Cultural, and Economic Hub for Global Competitiveness
 - Create a Stronger University Through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization

Source: <https://www.pfw.edu/strategic-plan/process/IPFW-Strategic-Plan.pdf>

Process Overview—Focus Groups

- Faculty
- Administrative and Professional Staff
- Clerical and Service Staff
- Students
- Chancellor's Executive Staff
- Associate Deans and Department Chairs
- Enrollment Management
- Student Affairs
- Advancement and Alumni Affairs
- External constituencies

Additional focus groups
for faculty, staff, and
students at end of
November

Process Overview—Working Groups

- **External Research**
- **Benchmarking**
- **Internal Environmental Scan**
- **Campus Engagement**
- **Communication**

Process Overview—Updates

- **Next Open Forum: Monday, December 3, 12:00 p.m., KTG46**
 - Focus group and working group data preview + Q&A
- **Steering Committee and Working Group meeting notes posted in shared folder in Office365 open to anyone with a pfw.edu email address**

The Planning Process and the Senate

- **Senate procedure nominated college representatives**
- **Faculty Leaders on the “Leadership Team”**
- **Periodic updates to the Senate by the Steering Committee**
- **Sharing of all data, reports, plan drafts with all faculty, staff, and students, including outreach to Senate, APSAC, CSSAC, and SGA for feedback**
 - What that feedback process looks like is up to the Senate
- **Implementation process (Fall 2019 and after)**
 - Ongoing cooperative process
 - Traditional role of shared governance bodies

QUESTIONS?