

NOVEMBER 7, 2018

# OPEN FORUM: STRATEGIC PLANNING PROCESS

---

**JEFF MALANSON**

Chair, Strategic Plan Steering Committee

**PURDUE**  
UNIVERSITY<sup>®</sup>  
**FORT WAYNE**

# Agenda

- Introduction to the Steering Committee
- What is strategy?
- Overview of the process, including progress updates
- Questions and discussion

# STEERING COMMITTEE

# 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

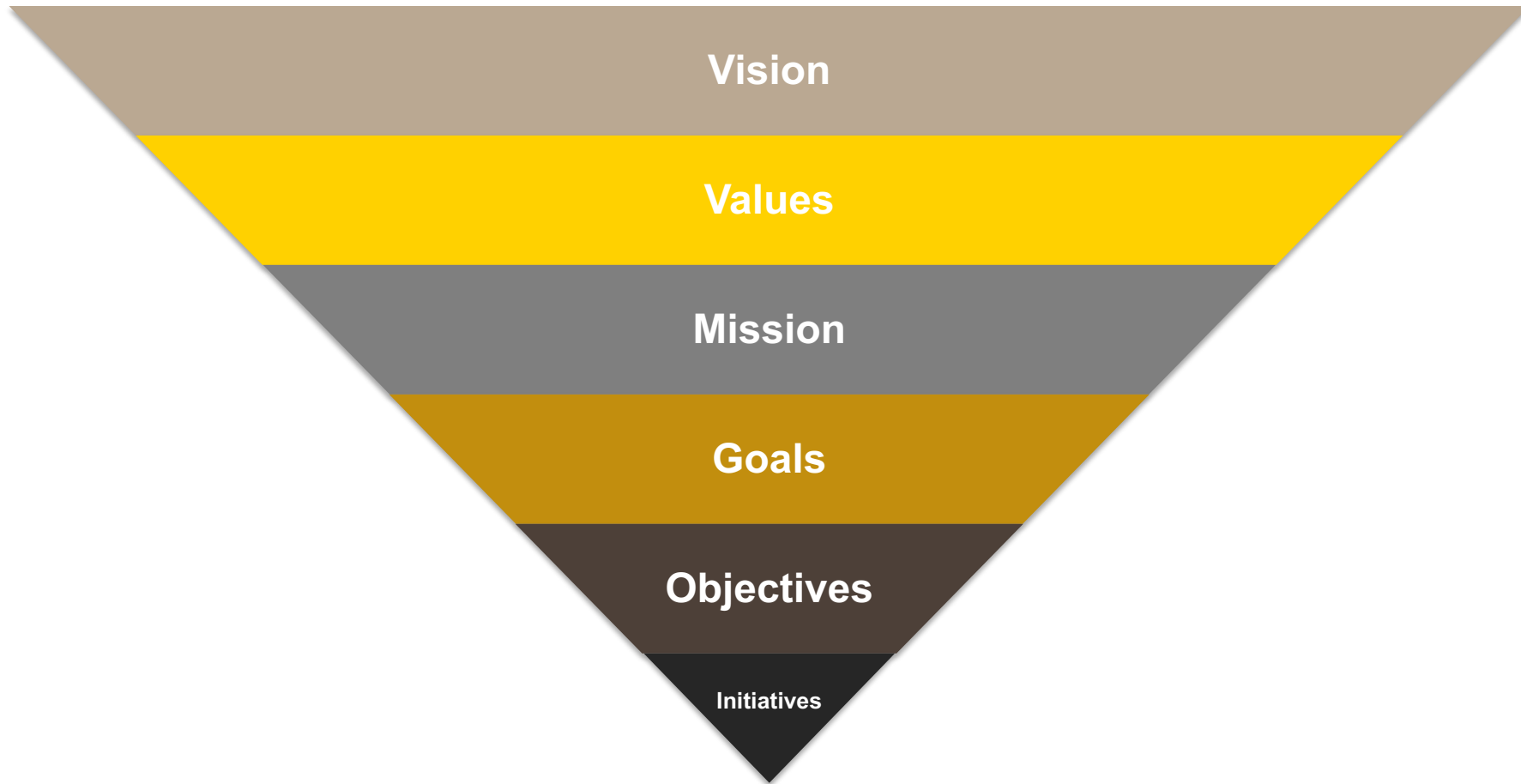
# WHAT IS STRATEGY?



# What is Strategy?

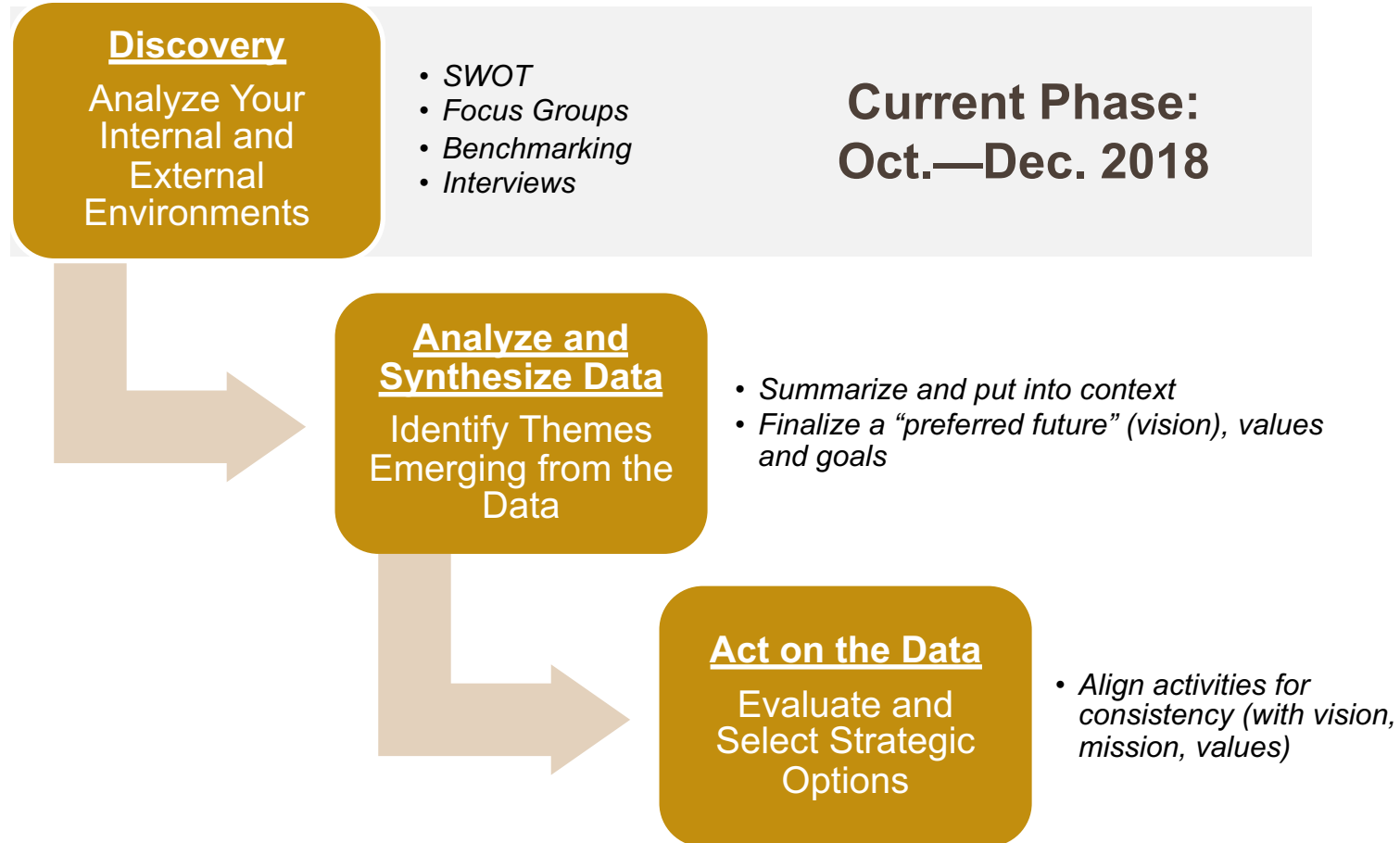
- What do we want Purdue Fort Wayne to be in 2025? How do we get there?
- Strategy provides direction and priorities
- Strategy provides a way of zeroing in on impact and allocating resources to achieve the greatest impact
- Strategy requires trade-offs—choose what we will and will not do
- Strategy emerges from four primary sources:
  - Mission
  - Vision
  - Core Values
  - Data (external environment and internal organization)
- Strategy is creating alignment among an organization's activities

# Elements of a Strategic Plan



# THE PLANNING PROCESS

# Process Overview



# Process Overview

- Oct.–Dec. 2018—Discovery
  - Focus Groups
  - Working Groups
  - Open Forums
  - Public Feedback Spaces
  - Website ([www.pfw.edu/strategic-plan](http://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

# Mission and Vision Statements

## Mission Statement

Purdue University Fort Wayne is a comprehensive university that provides local access to globally recognized baccalaureate and graduate programs that drive the intellectual, social, economic, and cultural advancement of our students and our region.

## Vision Statement

Purdue Fort Wayne will be the university of choice for the citizens of northeast Indiana and beyond. It will be recognized for a transformative learning environment characterized by intensive mentoring, excellence in faculty scholarship and knowledge creation, integration of life and work experiences, and community engagement. The University will be known for exceptional retention, persistence, and graduation rates, respected signature programs, and graduates prepared to improve the quality of life in their communities as well as compete locally, regionally, and globally.

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

# Process Overview

- Oct.–Dec. 2018—Discovery
  - Focus Groups
  - Working Groups
  - Open Forums
  - Public Feedback Spaces
  - Website ([www.pfw.edu/strategic-plan](http://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
- Jan. 2019—“All Hands” meeting to begin interpreting the data and crafting a high-level strategy

# 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

Open focus group sessions for faculty/staff and students at end of November

# Process Overview—Working Groups

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

# QUESTIONS AND DISCUSSION