

Strategic Planning 2022: Valuing our Strengths and Collaborating for the Future

Jennifer R. Wies, Ph.D. | Associate Provost & Professor of Anthropology

Bethany L. Miller, Ph.D. | Senior Director, Institutional Effectiveness & Research

Make No Little Plans: 2016-2022

Six Goals:

- Academic Excellence
- Student Success
- Institutional Distinction
- Financial Strength
- Campus Revitalization
- Service to Communities & Region

Results:

EKU continues to make deliberate, positive progress particularly in Academic Excellence and Student Success, despite financial constraints and challenges resulting from the COVID-19 pandemic.

Strategic Planning

- Process for telling our story and sharing our successes
- Activity for visionary thinking and leadership growth
- Pathway for units to identify connections to a broader purpose

Strategic Planning Guiding Tenets

- Values-driven approach
- Strengths-based evaluation
- Evidence-informed decision making
- Responsive and responsible leadership and management

2022 Plan Priorities

- Position
 - Success and recognition
 - Opportunities for achievement and growth
- Align
 - Budget and resources to strategic priorities
 - Internal and external processes
- Collaborate
 - Direction and decision-making
 - Internal and external stakeholders

Phase I: Fall 2020 (Dialogue)

- Strengths assessment
- Stakeholder listening sessions
- Form Strategic Planning Action Team (Advisory Committee)

Phase II: Spring 2021 (Create)

- Evaluate ECU Mission and Vision
- Develop and affirms Goals
- Craft Strategic Initiatives
- Identify Strategies
- Prepare a portfolio of objectives and aligned metrics for unit-level plans

Phase III: Fall 2021 (Engage)

- Share drafts with stakeholders and elicit feedback
- Develop metric language and methods for interim reporting
- Prepare implementation plans

Spring-Fall 2022 (Plan)

- January 2022- Approve ECU Strategic Plan
- January-May 2022
 - Develop unit level plans
 - Establish reporting cycles and expectations
- August 2022
 - Formal Strategic Plan launch and celebration

Strategic Planning 2022

Questions and feedback are welcome and encouraged.

- Website: strategicplanning.eku.edu
- jennifer.wies@eku.edu
- bethany.miller@eku.edu