

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

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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 I: Fall 2020 (Dialogue)

- Stakeholder listening sessions to date:
 - Faculty Senate Executive Committee
 - Faculty Senate
 - Student Government Association
 - Staff Council
 - Provost Council
 - Chairs Council
 - President’s Cabinet
 - President’s Council for Institutional Excellence & Innovation (meeting 12/15)
 - Alumni & Foundation Boards (TBD)
 - Board of Regents (TBD)
- Survey to University Constituents (early Spring 2021)

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
 - Board of Regents
 - Executive Leadership
 - Faculty
 - Staff
 - Students
 - Other Stakeholders
- 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.

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