Strategic Plan Components

Strategic Plan
- Goals and Objectives
- Implementation Plan - turn strategic goals into operational action
- Metrics and Benchmarks

Supporting Components
- Values - characteristics we believe are important in how we do our work; what we stand for
- Vision - what we intend to become in a certain timeframe
- Institutional Goals

Foundation
- Mission Statement - basic statement of purpose; why we are here

Source: A Practical Guide to Strategic Planning in Higher Education; Society for College and University Planning
# Strategic Planning Process Timeline

## Internal Scan
- Employee PACE Survey
- Faculty and Staff TOWS
- M State Key Performance Indicators
- Minnesota State system Accountability Dashboard
- Student CSSE Survey
- Student Government Focus Group

## External Scan
- Accreditation Feedback
- DEED Data/Trends
- External Stakeholder Survey
- Higher Education Trends
- K12 Surveys
- Program Advisory Committee Survey
- SLEDs Data/Trends

## Gap Analysis
- Articulate key gaps to progress toward vision

## Strategy Definition
- Provide summary data and draft recommended changes to the mission/vision; initial high level objectives
- Facilitate SMART goal creation with leaders
- ReFine SMART goal definition
- Create implementation plan template

## Communication
- Create communication and marketing pieces
- Communicate to key stakeholders, including employees and students; facilitate alignment with individual goals

## Implement & Evaluate Plans
- Disseminate implementation plan template and process to internal stakeholders
- Evaluate the strategic planning process to identify continuous improvement needs
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Faculty/Staff TOWS Categories

- Student Achievement
- Teaching Excellence
- Equity and Inclusion
- Collaborative Partnerships
- Enrollment Growth
- Talent Management
- Asset Stewardship and Resource Development
Summary of Opportunities and Strengths

- Expanded, strategic, intentional **partnerships**
- **Alumni** connections
- Strategic **technology** for student services and learning
  - Experiences that **engage** students
    - “Big” experiences – hands on, project based, etc
    - Mentoring
    - Internships
    - Community involvement
- **Flexibility** in course offerings
- Continued CTLT **support**
- Relevant, job specific **professional development**
- Continued evolution of M State **Foundation**
- Become community leader in **equity and inclusion**
- High quality, relevant and creative **interactions** – faculty, staff, students, administration, community
- Expanding high quality **services** for **diverse** student population
- Focus and investment in student **recruiting, marketing and enrollment** to meet diverse needs
- Continue and expand consistent and effective **employee recognition, evaluation and training**
- Strategic use of **facilities** – classrooms, office space, signage
Summary of Threats and Weaknesses

- Ability to support underprepared students
- Students’ external distractions
- Limitations in course offerings
- Budget and resource availability – professional development, equipment, technology
- Non-teaching duties/distractions take away from student focus; lead to burn-out
- Resistance to fast-paced changes in technology, demographics, skill requirements
- Inconsistent onboarding, integration, training for new employees
- Competition with industry and other higher ed for faculty and students
- Declining enrollment in K-12
- Perception of 2-year schools and higher ed
- Frequent changes in college leadership; model not effective for all campuses; communication not always transparent
- Union support lacking in some cases
- Rising student costs and debt
- Overall college motive/vision/plan for diversity is not widely known
- Lack holistic view of diversity and cultural understanding among faculty, staff and students
- Limited pool of diverse candidates for faculty, staff and administration
- Processes that are difficult for students to follow
- Limited collaboration
  - Across divisions, campuses, departments
  - Regarding industry and community relationships
- Communities don’t know M State story
- Limited events/activities that attract students
- Lack of programs in some industries/areas
- Asset and resource allocation and prioritization process not widely understood
Student Government Focus
Group Summary

October, 2017
February, 2018
October Focus Group Questions

- What made you choose M State?
- What keeps you at M State?
- What do you value most about M State?
- What is a core strength of M State?
- What are your positive qualities/attributes that M State helps you to develop?
- If you had a dream for M State, what would it be?
- Share an exceptionally positive experience with the college.
What Matters to Students

- Faculty and staff who care, real people, know me as a person
- One on one interaction with faculty / small classes
- Transferability
- Diversity and Inclusion
- Services – advising, tutoring, etc
- Specific Program
- Being involved and making a difference

- Cost
- Location
What Students Have Developed at M State

- Motivation / determination / drive for success
- Self-management, responsibility, accountability, ownership, maturity
- Leadership / assertiveness / confidence
- Communication
- Teamwork
- Critical thinking
- Networking/connections
- Practical application in the field of study
What Students Dream for M State

- More tutoring options
- Meal plans/food – healthier options, flexibly, low cost plans
- Reduce cost of textbooks and resources
- D2L – reminders, notifications, access to instructors
- More scholarship opportunities
- Focused plan for equity and inclusion (see potential in all; recognize barriers and help to overcome; recognize all types of diversity)
Mission Statement Feedback
SGA Feb, 2018

• Why does M State exist?
• How do we accomplish this?
• Who do you believe M State is here to serve?
• What value does M State bring to those we serve?
Additional Internal Environment Feedback

• Ongoing - Participation in various meetings
  • Division Chair
  • Diversity Committee
  • Human Resources
  • AASC
  • Shared Governance
  • Cabinet
  • Combined Leadership
  • Feb 20 Duty Day

• Upcoming
  • Student survey
  • Employee survey
### Strategic Planning Process Timeline

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**VALIDATION**
External Stakeholder Survey – in Process

Objectives
• Understand key workforce needs and trends in the areas we serve
• Gain insight into how M State impacts the communities we serve
• Gauge perception and awareness of M State in communities we serve
• Identify untapped partnerships
• Get feedback on what external stakeholders see as the mission of M State in their community

Audience
• General Advisory Council
• Workforce Development clients
• Foundation Board
• FMWF Chamber
• Economic Development Council
• Board of Directors
Continue to be Part of the Process

• Complete survey – details at Feb 20 duty day
• Watch for and read updates
• Ask questions and provide feedback