

The University of Mississippi



UM 2020

Strategic Planning Process Overview

Last Updated: November 15, 2010

Prepared by: Office of Strategic Planning



PLANNING INTRODUCTION:

UM 2020

UM 2020 - Introduction



Introduction

- The 1994 vision *Great American Public University* established UM's strategic direction and fueled strategic planning efforts over the past 15 years.
- Our new strategic plan, **UM 2020**, will serve as a guide, more comparable to a roadmap with many intersections and routes rather than a linear pathway.
- The planning process for UM 2020 will kick-off in November 2010 with a targeted completion date of July 2011.

UM 2020 - Introduction



Introduction (cont'd)

- The strategic planning process will be a campus-wide, collaborative effort that will require a “one-university” mentality as we plan for the future.
- UM 2020 will NOT be so detailed as to determine or unduly impinge on specific operational decisions of the provost, deans, and departments.
- In the future, the success of UM 2020 will rely upon an important parallel planning and improvement process that aligns and integrates a combination of unit-based and university-wide initiatives.

UM 2020 - Introduction



UM 2020 – Planning Process Oversight

- The Chancellor has requested that the Office of the Provost and Vice Chancellor for Academic Affairs lead and coordinate the implementation and assessment of UM 2020.
- The Provost will work with the Strategic Planning Council, Dean’s Council, and other entities to ensure a collaborative, campus-based strategic planning process.
- The Strategic Planning Council, the Office of Strategic Planning, and the Office of Institutional Research & Assessment will provide resource support and facilitate the strategic planning process.

UM 2020 - Introduction



UM 2020 – Key Questions to be Answered

- Who are we as institution? (Mission/Core Values)
- Where do we want go as an institution? (Vision 2020)
- What will it take to get there? (Strategic Framework)
- How will we tell if we have arrived at our goals? (Measurement/Assessment)

UM 2020 - Introduction



Additional Questions to Consider:

- How will a Great American Public University be defined in 2020?
- If demand for our programs exceeds capacity in the future, how shall we shape the University?
- What will be the role for access, selective admissions, progress in academic excellence, progress in retention rates, and graduation rates? Can we find pathways to continue progress in all these areas?
- What is the future of the 4-year traditional university in the 21st century?
- In the ultra-competitive, global economy of the 21st century, how should the University of Mississippi continue to enhance academic quality, advance its research enterprise, and better serve the social and public needs of state, nation, and global community?



**STRATEGIC PLANNING
FRAMEWORK DEFINED:
UM 2020**

Planning Framework - Defined



UM 2020 - Strategic Planning Framework Defined:

➤ Statement of Mission

UM's fundamental reasons for existence; not to be confused with specific goals, vision, or operating strategies.

➤ Vision Statement

An attainable destination point that is 5-10 years away that provides direction for the University and provides a framework for future choices.

➤ Core Values

The ethical, moral, and social basis of how UM will move toward its vision. The values of the University should be widely accepted and govern conduct.

Planning Framework - Defined



UM 2020 - Strategic Planning Framework Defined (cont'd):

- **Priorities for Excellence** (What we hope to accomplish)
The university-wide goals or core institutional commitments that define UM's desired outcomes for a 10-year period that are required to achieve the vision. (formerly called UM's vision 8 goals)
- **Strategic Themes & Initiatives** (This is what we are going to do)
Strategic initiatives are specific and action-oriented and, if fulfilled, will support UM in achieving its vision. Strategic themes are developed to group similar initiatives that align with one or more of the UM's Priorities for Excellence.



IMPLEMENTING our PLAN: **UM 2020**



UM 2020

A collaborative, campus-based strategic planning process



Phase 1 Data Review/ Vision Setting

Process/Outcomes:

- Collaborative, campus-wide strategic planning process reviewed and validated by EMC, SPC, Deans Council
- Data analysis/situation assessment report posted online for review by University community
- Vision Setting discussions held with EMC & Deans Council
- SPC reviews/revises draft mission, vision, and core values statements for discussion & feedback from university community
- Call for proposals & ideas from university community
- Strategic themes & initiatives identified through vision setting discussions & university call for proposals

Participation:

Faculty, Staff, Students, Executive Management Council, Strategic Planning Council, Dean's Council

Timeline:

September – December 2010

Phase 2 Campus Engagement

Process/Outcomes:

- Strategic framework drafted using information collected from vision discussions & call for proposals
- Working groups established for each strategic theme
- SPC confirms working group charge, members, & chair
- Working groups develop planning proposals for each strategic theme
- Working groups establish transparent and collaborative process to engage members of the university community with each strategic theme
- Working groups submit detailed reports to SPC, which will include SWOT analysis, prioritization of strategic initiatives, goals, & actions plans for each theme

Participation:

Faculty, Staff, Students, Executive Management Council, Strategic Planning Council, Dean's Council

Timeline:

January – March 2011



UM 2020

A collaborative, campus-based strategic planning process



Phase 3 Final Plan Development

Process/Outcomes:

- Final draft proposals from each working group are consolidated & posted online for university feedback
- Feedback on each working group proposal will be collected, reviewed, & integrated into full draft plan
- SPC to review and finalize renewed mission, vision, and core values
- Final draft strategic plan developed & submitted to EMC, SPC, & Dean's Council for review/comments
- Final Strategic Plan is submitted to Chancellor and Provost for final review and adoption

Participation:

Faculty, Staff, Students, Executive Management Council, Strategic Planning Council, Dean's Council

Timeline:

April – June 2011

Phase 4 Unit- Level Plan Development

Process/Outcomes:

- Institutional data/SWOT analysis developed for each academic and operational unit
- Unit-level strategic plans developed in alignment with UM 2020's strategic framework
- Key performance indicators developed to track annual progress on goals set within unit-level plans
- Final unit-level strategic plans submitted to the Office of Strategic Planning & integrated into campus-wide strategic plan
- Unit-level plans reviewed and updated on a 2-year cycle

Participation:

Faculty, Staff, Students, Executive Management Council, Strategic Planning Council, Dean's Council

Timeline:

June - August 2011