



The
University of Mississippi

The University of Mississippi

Strategic Planning 1994 - 2006

Historical Perspective on Strategic Planning

“A Great American Public University”

Strategic Planning – Historical Perspective

Background

- In 1994, members of the University’s faculty, staff, administration, alumni, and foundation (including many of you here today) embarked upon a multi-year strategic planning process known as the ***Commitment to Excellence Campaign***.
- During **Phase 1** of the planning process, nearly 967 ideas were generated by groups from all corners of the campus during campus-wide “Brainstorming” sessions in response to one question:

“What are some of the needs and themes that should be addressed as we prepare Ole Miss for the 21st century?”

- The ideas that resulted from the brainstorming sessions were later divided into twenty-one categories – later known as the University’s ***Critical Success Factors***.

Strategic Planning – Historical Perspective

A “Call for Champions”

- In 1995, a “Call for Champions” was issued to the campus community asking interested individuals to work with their colleagues on proposals in one or more of the 21 categories defined in Phase 1.
- Each group was asked to produce a “Champions Proposal” that would identify a concrete means of addressing a particular area of need.
- Twenty-one Champion Proposals were developed including initiatives related to sheltering a Phi Beta Chapter and establishing a Leadership Institute.

Strategic Planning Initiatives Revisited

➤ Visionary goals were developed in order to accomplish each of the 21 Critical Success Factors.

1	Enhance the Visibility, Perception, & Reputation of the University to the State, the Nation, and the World
2	Achieve Competitive Faculty and Staff Compensation and Career Opportunities
3	Enhance the Environment for Research Productivity
4	Increase Opportunities for Faculty and Staff Development
5	Increase Diversity Among Students, Faculty, and Staff
6	Enhance the Quality of Campus Facilities Strategy
7	Enhance Library Resources
8	Maintain and Advance Technology Infrastructure for the 21st Century
9	Enhance Student Support Services
10	Shelter a Phi Beta Kappa Chapter
11	Establish Leadership Institute

Strategic Planning Initiatives Revisited (cont'd)

➤ As a result, it is these 21 strategic initiatives that have served as a major catalyst for much of our success today.

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| 12 | Maintain Quality Athletic Programs for the 21st Century |
| 13 | Structure a Total Educational Experience for Students |
| 14 | Increase Alumni Involvement |
| 15 | Employ Re-engineering/Utilize Project Discover |
| 16 | Increase Revenue from All Sources |
| 17 | Maintain or Decrease Costs |
| 18 | Achieve SREB Doctoral I Status (100 Doctorates for 3 Years) |
| 19 | Increase Student Enrollment |
| 20 | Maintain Dynamic Continuous Institutional Planning |
| 21 | Strengthen Relationships with UM Medical Center |

Strategic Planning – Historical Perspective

“Excellence 21” Proposals

- While the “Champion’s” were working on proposals to address university-wide needs, members of each department on campus were asked to consider their own departmental & program goals and to develop proposals for their most important long-term needs.
- These departmental proposals, known as “**Excellence 21**” proposals, were eventually defined by 6 primary goals to support the Sesquicentennial Capital Gifts Campaign.

Excellence 21 Goals

Goal: Enhance the holdings of the University Libraries

Goal: Ensure academic preeminence

Goal: Attract and retain exceptional students to the University of Mississippi

Goal: Support a world class Honors College

Goal: Provide and sustain a competitive information technology infrastructure

Goal: Cultivate the cultural environment of the University by creating a performing arts center

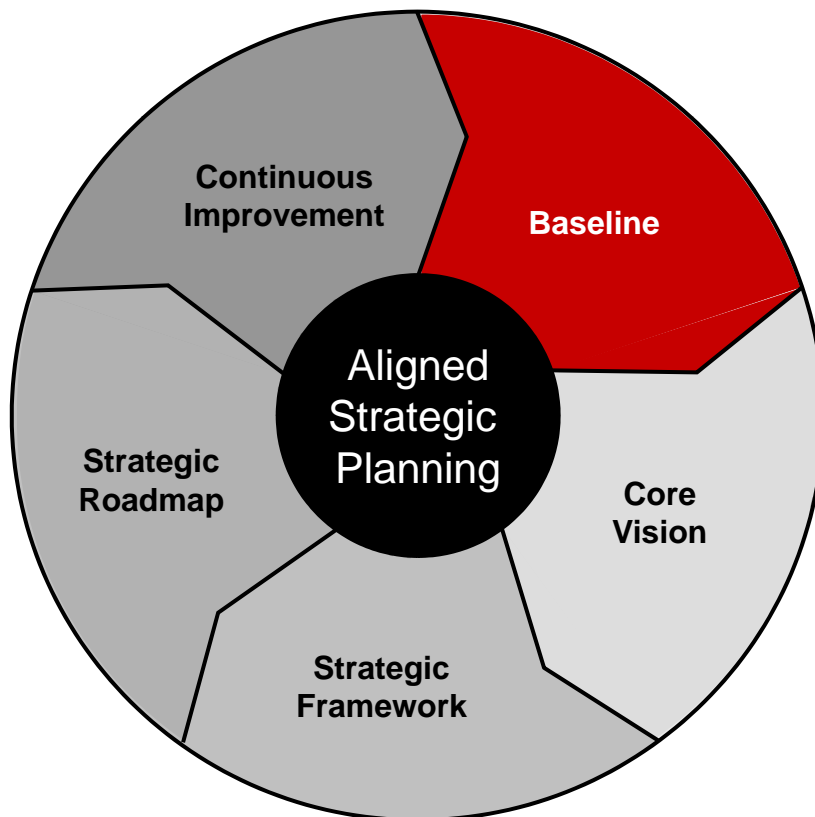
Impact of Strategic Planning

- The impact of our strategic planning efforts has been tremendous, but the opportunities that exist today to increase and sustain our impact in the future is far greater.

Performance Indicator	FY 1994	FY 1999	FY 2006
Fall Enrollment (Oxford)	10,075	10,916	14,016
Freshman Applicants	3,934	4,815	7,775
New Freshman	1,595	1,789	2,570
Honors College Enrollment	229	335	615
National Merit Scholars (Freshman)	14	29	21
Rhodes Scholars	23	24	24
Undergraduate Applicants	5,096	6,121	9,312
Average ACT	22.5	23.1	23.0
Minority Enrollment (Oxford)	1,633	2,002	2,724
Total E&G & Auxiliary Operating Budget	\$138,145,283	\$174,541,194	\$245,008,363
Research & Development Awards	\$29.7 Million	\$43.1 Million	\$77.9 Million
Full-Time Equivalent Employees*	2,180	2,141	2,443
Faculty	453	495	567
Endowment	\$137 Million	\$230.8 Million	\$421.4 Million
Number of Endowment Funds	624	789	1,005
Private Support	\$25.3 Million	\$37.0 Million	\$55.4 Million
Annual Giving	\$1.6 Million	\$3.8 Million	\$7.8 Million

Accelerating the Momentum

- The **University of Mississippi** is set to accelerate the momentum established by our strategic planning efforts of the past decade. Our new strategic plans going forward will establish high expectations and a bold vision for the future of our “Great American Public University”



Strategic Planning Components

- **Baseline**
 - Build off the foundation of success
 - Leverage the attributes, address the challenges
 - Set high expectations & establish a bold vision
- **Core Vision**
 - Establish a core vision that can immediately be applied to pressing issues
- **Strategic Framework**
 - Define the 'what must change' elements and develop a plan to incorporate into daily operations
- **Strategic Roadmap**
 - Incorporate current priorities & existing initiatives (Vision 2010)
 - Create specific plans at the administrative/academic unit, functional and/or process level
- **Continuous Improvement**
 - Provides the means to put the transformation effort directly in the spotlight and create a 'performance' culture