Strategic Planning 2022-2023
Pillars, Process, and Timeline

All-campus Zoom Presentation
Tuajuanda C. Jordan, President
September 19, 2022
The Preamble: What is a strategic plan?

- Roadmap to the future (vision)
- Components
  - What is required to get there (strategic objectives or pillars)
  - How to get there (strategic goals)
  - How to identify success (key performance indicators)
The Preamble: Recent Models (2016 – 2022)

- A Time for Rebirth 2016-2019: The traditional approach for development
  - Five strategic objectives developed at Board retreat in 2015
  - Plan developed 2015 - 2016
  - Implemented 2016 - 2019
- Task Forces I – III 2020 – 2022: The modern approach for development
  - Three areas of focus all related to attracting and recruiting new students
    - TF I: Recruitment and cost of attendance
    - TF II and III: Offering relevant and sustainable programs
  - Developed and implemented successively
The Preamble:
The 2022-2023 Model – A Modern Approach

- Represents a hybrid between the traditional and focused approaches
- Less time to develop yet equally impactful
- Like the traditional model, engages the entire stakeholder community throughout the process
The Preamble: Why now?

- The first strategic plan was foundational
- The second strategic plan was transitional
- Now is the time to be transformational
The Initial Component: Pillar Development

- Framed by the Trustees, President, and the Executive Council (August 2022)
- Refined by the President and Executive Council (August 2022)
- Approved by the Board of Trustees (September 2022)
The Pillars

- Create an innovative, distinctive, and competitive academic identity that will attract and retain talented students, faculty, and staff
- Empower all students for success
- Build and sustain a vibrant and diverse student body that exemplifies an inclusive institution
- Become a sought after and engaged community resource
How will the work get done?

Strategic Plan Steering Committee

Create  Empower  Build  Become

WG-A  WG-B  WG-C  WG-D
The Structure

The Strategic Planning Steering Committee

The Four Workgroups

Each is co-chaired by either a faculty, student, staff or community member with an executive staff person; 6 – 10 members each
The Structure

The Board of Trustees

The President

The Strategic Planning Steering Committee

The Four Workgroups

Community Stakeholders
Timeline

1. BOT approval; campus announcement; establish committees
2. Facilitator presentations; WGs do background work; engage stakeholders
3. WGs write drafts; SPSC reviews
4. WGs refine; engage stakeholders
5. President engages BOT
6. SPSC/WGs refine; Engage stakeholders; SPSC refines
7. Strategic plan written
8. President presents to BOT for approval
9. Final document prepared for dissemination
10. President presents strategic plan to stakeholders
Engage

- Periodically check website https://www.smcm.edu/president/strategic-plan/ for progress and announcements
- Attend/view the facilitator presentation on October 5
- Actively participate in focus groups, discussions, surveys
- Interact with committee members and let them know your ideas