



Strategic Planning 2022-2023 Pillars, Process, and Timeline



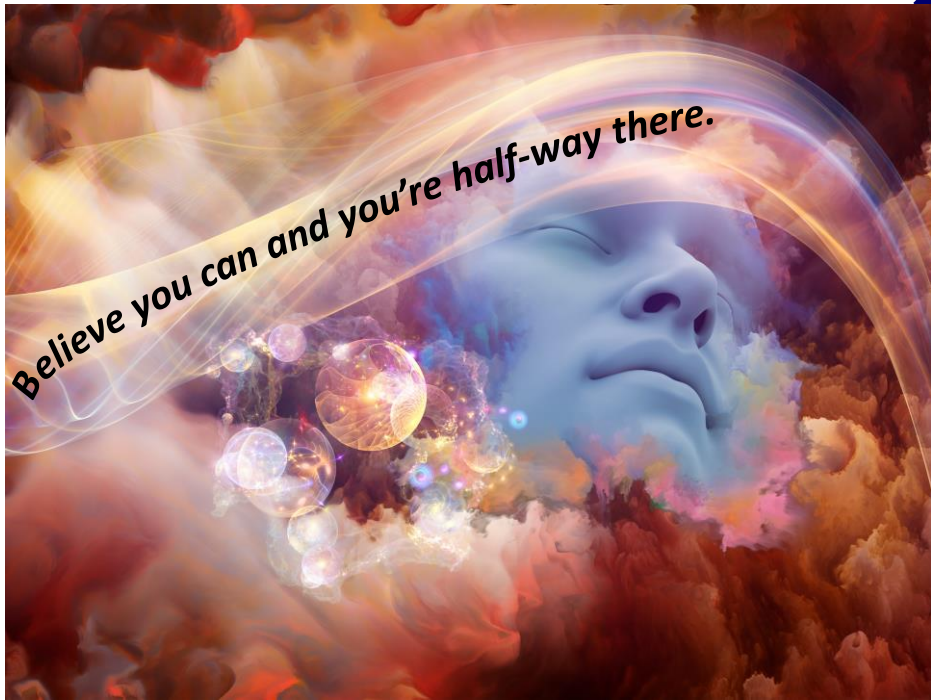
All-campus Zoom Presentation

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?





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

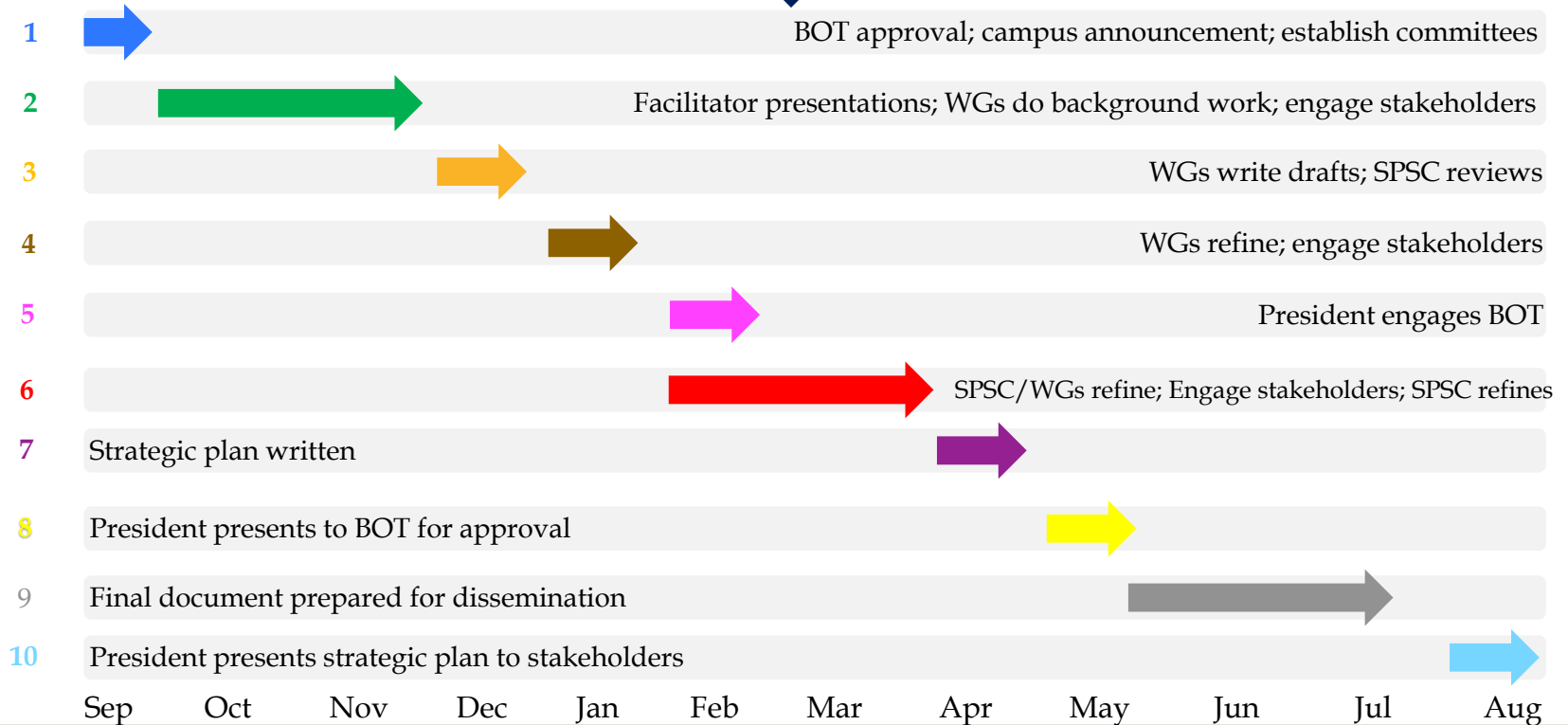


The Structure





Timeline





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

