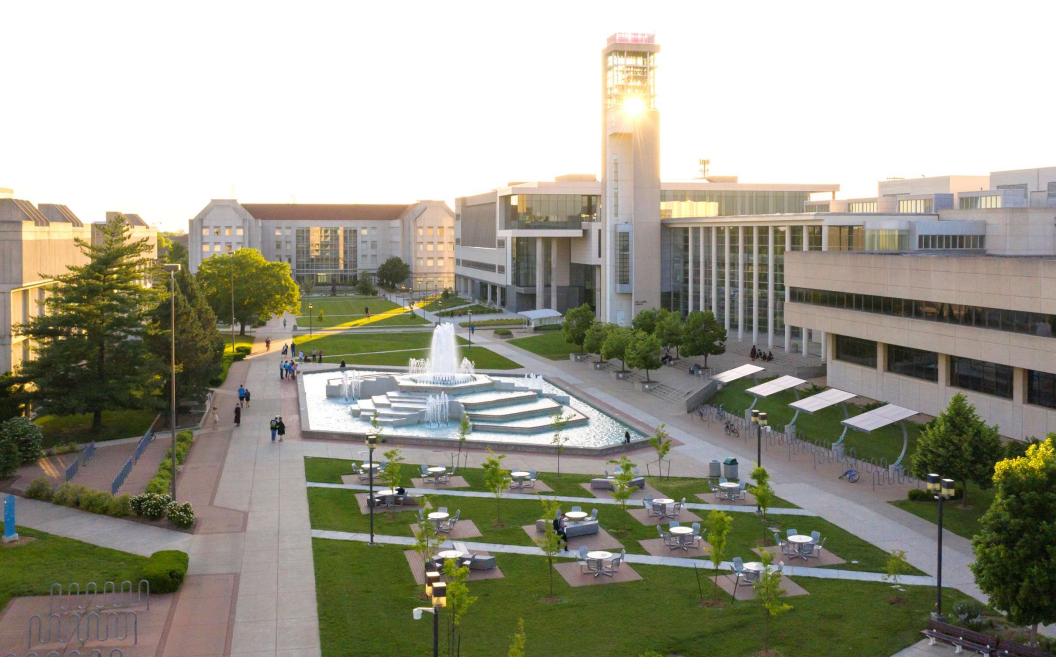


STRATEGIC PLANNING PROCESS





GOAL

Facilitate process that builds from areas of **strength**, **promise and opportunity** to create a Strategic Plan that will guide the future of Missouri



State for the next 5 years.

ELEMENTS OF A STRATEGIC PLAN

What are the fundamental beliefs?

Looking into a crystal ball,

What is our ideal future?

Who are we?

What do we do?

Whom do we serve?

How are we different (Important)?

What do we have to do to achieve the Mission and move forward?

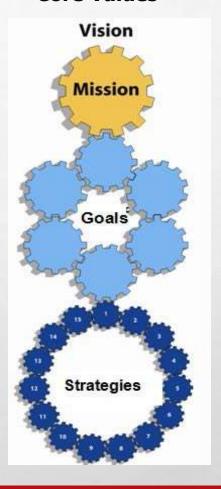
How will we know when we have arrived?

Desired Outcomes (3-5)

What are we going to do to achieve our Desired Outcomes?

Why? What? Examples

Core Values



Core Values

 \leftarrow

← Inside ≒
Outside

Missouri State,

UNIVERSITY

STEPS AND TIMELINE

1. PREPARATION	"GETTING STARTED"	AUGUST 2024
2. INTERACTIVE WORKSHOP	"BRINGING EVERYON ON BOARD"	SEPTEMBER 2024
3. RESEARCH	"DISCOVERING THE DOTS"	AUGUST/SEPT. 2024
4. CORE VALUES, VISION, MISSION, GOALS, STRATEGIC POSITION	"CONNECTING THE DOTS"	SEPT./OCT. 2024
5. DESIRED OUTCOMES	"ESTABLISHING THE TARGETS"	NOV./DEC. 2024 JAN. 2025
6. STRATEGIES	"CHARTING THE COURSE"	FEB./MARCH 2025
7. COMPLETE STRATEGIC PLAN	"BEGINNING THE JOURNEY"	APRIL 2025
8. IMPLEMENTATION WORKSHOP	"MAKING IT HAPPEN"	MAY 2025



(SEPT / OCT 2024)

Strategic Planning Committee (SPC) Will Review Core Values, Vision, Mission, and Identify Potential Strategic Goals

- Core Values, Vision, Mission
- Strengths
- Needs/Opportunities
- Major Forces
- Planning Assumptions
- Top Strategic Priorities/Goals







SECOND INTERACTIVE WORKSHOP (OCTOBER 2024)

Feedback from University Community

Core Values, Vision, Mission, Strengths, Strategic Priorities/Goals







STRATEGIC PLANNING COMMITTEE (SPC) (OCTOBER 2024)

- 1. SPC refines values, mission, vision, strengths and needs, strategic priorities/goals
- 2. SPC creates a cross-departmental Working Group for each strategic priority/goal



(NOVEMBER 2024 – JANUARY 2025)

Formulate Desired Outcomes - "Charting the Course"

- Working Groups identify the Desired Outcomes, for example:
 - Increase head count by 2000 students
 - Increase first-year retention to 85 percent



THIRD INTERACTIVE WORKSHOP (JANUARY 2025)

Feedback on Desired OutcomesBegin Strategy Development





(FEBRUARY / MARCH, 2025)

Determine the Strategies

- Working groups to select those strategies that are most important to achieve desired outcomes
- The strategies selected will be:
 - Organized around goals
 - Work across organizational and campus lines
 - Emphasis on "big ideas"
 - Strategies are elaborated expressions of an idea
 - Intro and Background
 - Basic Elements and Description
 - Models



(MARCH 2025)

Fourth Interactive Workshop to Share Strategies





(APRIL 2025)

REVIEWS BY APPROPRIATE INDIVIDUALS AND GROUPS (E.G.):

- FACULTY SENATE
- STAFF SENATE
- PRESIDENT





(APRIL / MAY 2025)

Review, Announce, Celebrate- "Beginning the Journey"

- SPC- Completes Plan
 - Proofread
 - Name
 - Posts on-line
 - Summary suitable for PR/Fund Raising
 - Power Point Presentation
- Marketing/Communications Office Develops
 Communications Plan
- Formal Approval by the Board of Governors

CELEBRATION!

