

# 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



Inside ⇌  
Outside

# STEPS AND TIMELINE

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

**(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  
ON  
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 Outcomes
- Begin 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!

