Chancellor Ford
Welcome
“A vision without a plan is just a dream.

A plan without a vision is just drudgery.

But a vision with a plan can change the world.”

Old Proverb
The Strategic Plan Retreat

• Review the mission, vision, core values
• Review definitions
• Review the themes
• Develop revised Strategic Directions
• Finalize implementation plan approach
Outcomes for Today’s Session

• A common understanding of the process
• A finalized set of Strategic Directions for campus review
• An implementation plan process with actors and responsibilities identified
Our Mission

• The University of Wisconsin-Parkside is committed to high-quality educational programs, creative and scholarly activities, and services responsive to its diverse student population, and its local, national and global communities.
Our Vision

• The University of Wisconsin-Parkside is a dynamic learning community grounded in academic excellence and focused on student success, diversity, inclusiveness and community engagement. The campus will be a premier comprehensive public institution and a destination of choice, serving as a focal point of local, regional and global progress.
Core Values

- Academic Excellence
- Student Success
- Diversity and Inclusiveness
- Community Engagement
- A Healthy and Vibrant Campus Climate
Strategic Planning: Definitions

- Strategic Direction
- Goal
- Tactic
Definition: Strategic Direction

- Visionary
- A defined course of action
- Leads to achievement of a set of goals
- Intended to support the realization of key vision, mission, and core values for the time period covered
- Responsive to the stakeholders we serve
Definition: Goal

- Specific objectives to achieve the Strategic Direction
- Define the thrust of the strategic direction focus
- SMART: Specific, measurable, attainable, realistic, timely
Definition: Tactic

• An action to achieve a short-term outcome
• Supports achievement of a goal
• Might be a planned action, procedure, or a task to achieve the goal
Intent of Strategic Plan

- **Purpose:** Develop meaningful strategic directions that are aspirational, compatible with our mission, vision, and core values, and relevant to our external constituents.

- **Process:** Engage stakeholders both internally and externally.

- **Outcomes:**
  - Listening session feedback/report,
  - Identification of themes,
  - Incorporation of themes into revised aspirational strategic directions,
  - Implementation Plan.

- **Intent:**
  - Provide an overarching set of strategic directions that resonate with internal and external stakeholders and are meaningful and inspirational.
  - Provide a set of strategic directions for university units to use to develop their goals.
The Current 10 Draft Strategic Directions:

1. Enrollment
2. Students
3. Employer of Choice
4. Financial Sustainability
5. Brand
6. New Programs
7. Clear Pathways to a degree
8. Academic Planning
9. Community
10. Technology
Emerging Themes

• What Is Unique About UW-Parkside?
  – Students
  – Location
  – Academic Programs
  – Faculty and staff
Emerging Themes (2)

• What Should UW-Parkside Do More of?
  – Academic Programs: add in-demand undergraduate and graduate programs
  – Focus on marketing and public relations
  – Enrollment – increase out-of-state and local targeted recruitment
  – Student Support – greater support for commuter, non-traditional, adults, veterans
Emerging Themes (3)

• What Should We do Less of?
  – Low performing programs – analyze, discontinue
  – Fewer strategic goals
  – Decrease employee turnover
  – Decrease D/F/W rates
Emerging Themes (4)

• What Should UW-Parkside Do More of?
  – Targeted academic programs for non-traditional student populations
  – Enrollment
  – Student Support
  – Pursue relationships with alumni, prospects, high schools, and community organizations
  – Market-led academic programs
  – Promote urban focus
Emerging Themes (5)

• What Opportunities Should UW-Parkside Pursue?
  – Partnerships
  – Student Services Support and Increased Opportunities for students (e.g., internships; scholarships)
  – Keep up with technology changes
  – Sustainability
Emerging Themes (6)

• What Distinguishes UW-Parkside from the competition?
  – Cost
  – Programs – IPED, Pre-Med, Theatre, Business, Division II athletics
  – Location
  – Faculty/staff – student/faculty ratio, personalization
Themes (7)

• Reaction to Goals?
  – Top priority: Enrollment and student focus
  – Top priority: Financial stability
  – Top priority: Brand
  – Top priority: Engagement with community and business partners
What Should We Add/Delete?

- Add focus on academic mission/academic excellence
- Add partnerships/community
- Add environmental sustainability
- Add diversity
- Delete clear pathways
- Delete employer of choice
- Delete brand
Strategic Direction Revision: #1

• Themes from the Listening Sessions...
  – Students, students, students

• Revised Strategic Direction...
Become a Premier Regional University That Transforms Lives
Themes addressed could include:

- Student Success
- Achieve enrollment goals
- Achieve name/brand recognition
- High-quality, relevant degree programs
- Outstanding opportunities for students (internships, scholarships, etc.)
- Maintain commitment to inclusive excellence
- Offer excellent value
Strategic Direction Revision: #2

• Themes...
  – Financial sustainability
  – Enrollment sustainability
  – Human resources sustainability
  – Sustainability of natural resources
  – Sustainability-related academic programs
Achieve Sustainable Growth
Themes Addressed Would Include:

- Enrollment sustainability
- Economic sustainability
- Leadership in sustainability programs
- Faculty and staff retention and morale
Strategic Direction #3

• Themes…
  – Economic partnerships
  – Community engagement
  – Partnerships for student success
Advance Economic Growth Through Community Engagement and Partnerships
Themes Addressed Would Include:

- Business/university alliances
- School/university alliances
- Community projects
- Articulation agreements
Re-Cap: Revised Strategic Directions:

- Become a Premier Regional University that Transforms Lives
- Achieve Sustainable Growth
- Advance Economic Growth Through Community Engagement and Partnerships
## Timeline - Strategic Plan 2014-18

### Development

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>Held visioning sessions</td>
<td>May 2013</td>
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<tr>
<td>Plan listening session</td>
<td>Summer 2013</td>
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<tr>
<td>Held listening sessions to collect internal and external stakeholders feedback on First Draft Strategic Directions</td>
<td>Fall 2013</td>
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<tr>
<td>Administer Qualtrics survey to collect internal and external stakeholders feedback on First Draft Strategic Directions</td>
<td>Fall 2013</td>
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<tr>
<td>Held Extended Cabinet session to refine Second Draft Strategic Directions</td>
<td>February 2014</td>
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<tr>
<td>Collect internal and external stakeholders feedback on Second Draft Strategic Directions through open forums</td>
<td>February – March 2014</td>
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<tr>
<td>Administer Qualtrics survey to collect internal and external stakeholders feedback on Second Draft Strategic Directions</td>
<td>February – March 2014</td>
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<tr>
<td>Revise Final Strategic Directions - Extended Cabinet</td>
<td>March 2014</td>
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<tr>
<td>Adopt and Communicate Final Strategic Directions</td>
<td>March – April 2014</td>
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<td>Develop Implementation Plan</td>
<td>April – May 2014</td>
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<tr>
<td>Develop Communication Plan</td>
<td>Summer 2014</td>
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<tr>
<td>Kick-off Strategic Plan 2014-2018</td>
<td>September 2014</td>
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