

Strategic Planning Update

Next Steps... 2020



Strategic Planning 2018-2019

- Leadership Handoff
- Revised Committee Structure
- AcT Team Creation
- Town Hall Meetings
 - *(3 - avg. attendance 160)*
 - *Student only Town Halls (2 - avg. attendance 12)*
- Activation Team Meetings
 - *(6 - avg. attendance 70)*
- Shared Governance Forums
 - *(11 – attendance 78)*
- Playbook Deployment
 - Data collection and review
 - Crucial Conversations
 - SWOT analysis
 - Recommendations
- Creation of data collection tool

Vision

Wichita State University is **globally** recognized as the model for applied learning and research.

Mission

The mission of Wichita State University is to be an essential **educational, cultural and economic driver** for Kansas and the greater public good.

Goals

- **Student Centeredness** - Promote holistic-student success through a supportive learning environment in which all of our students...past, present and future, continually thrive and grow.
- **Research and Scholarship** – Accelerate the discovery, creation and transfer of new knowledge.
- **Campus Culture** - Empower students, faculty, staff and the greater Wichita community to create a culture and experience that meets their ever-changing needs.
- **Inclusive Excellence** – Be a campus that reflects and promotes – in all community members – the evolving diversity of society.
- **Partnerships** – Advance industry and community partnerships to provide quality educational *opportunities and collaborations to satisfy rapidly evolving community and workforce needs.*

Pre-identified Strategies/Tactics

- Applied Learning
- Assessment, Incentives, Rewards (broadly defined/applied)
- Interdisciplinary
- Recruitment
- Retention
- Academic innovations
- Pre-college Outreach
- Marketing & Communications
- Research
- Grant Writing (research)
- Sustainability
- K-12 Outreach

Values

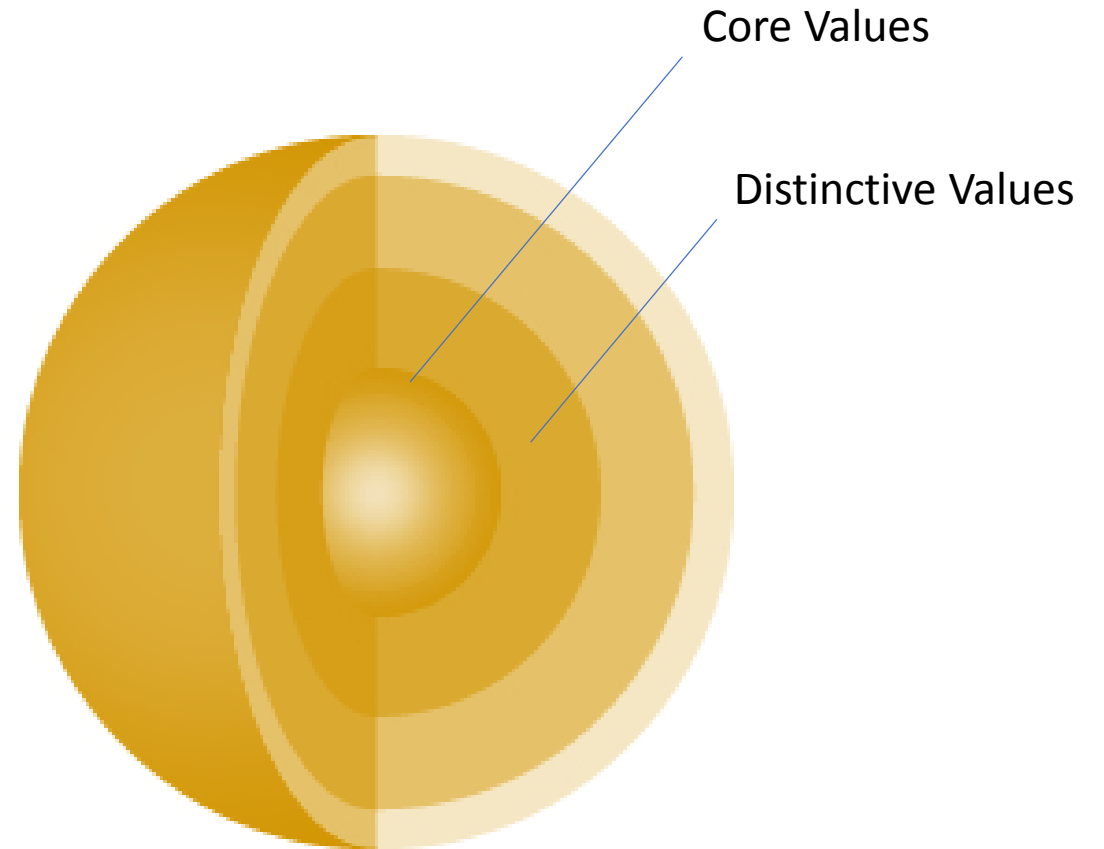
Core Values

- **Integrity,**
- **Transparency,**
- **Personal Responsibility,**
- **Collaboration,**
- **Access and Equity**

Distinctive Values

- **Seizing Opportunities,**
- **Adaptive Approaches,**
- **Positive Risk-Taking,**
- **Innovation and Creativity,**
- **Knowledge Creation and Dynamic Educational Opportunities**

Optional Principles

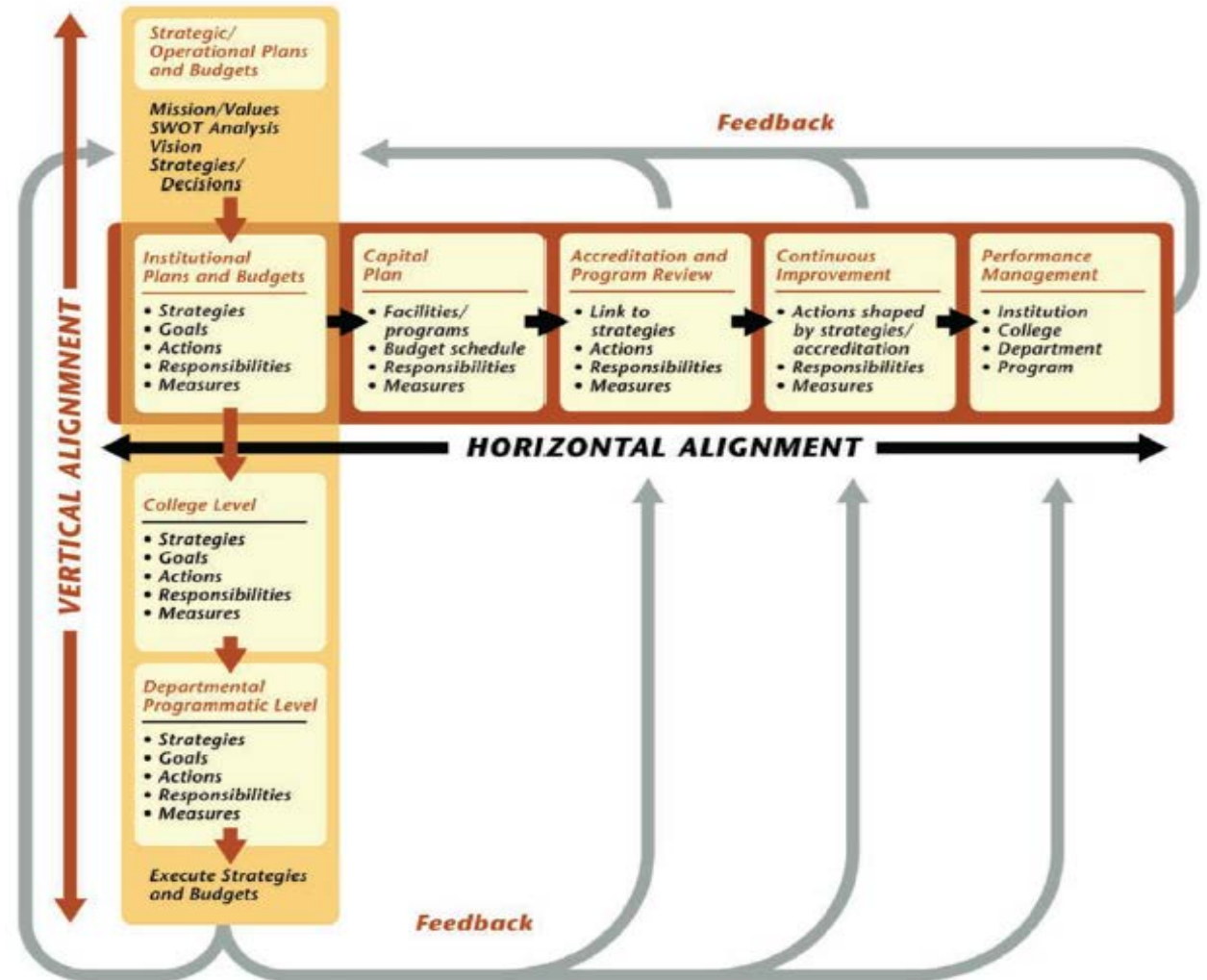


Strategic Planning 2019-2020

Vertical and Horizontal Alignment

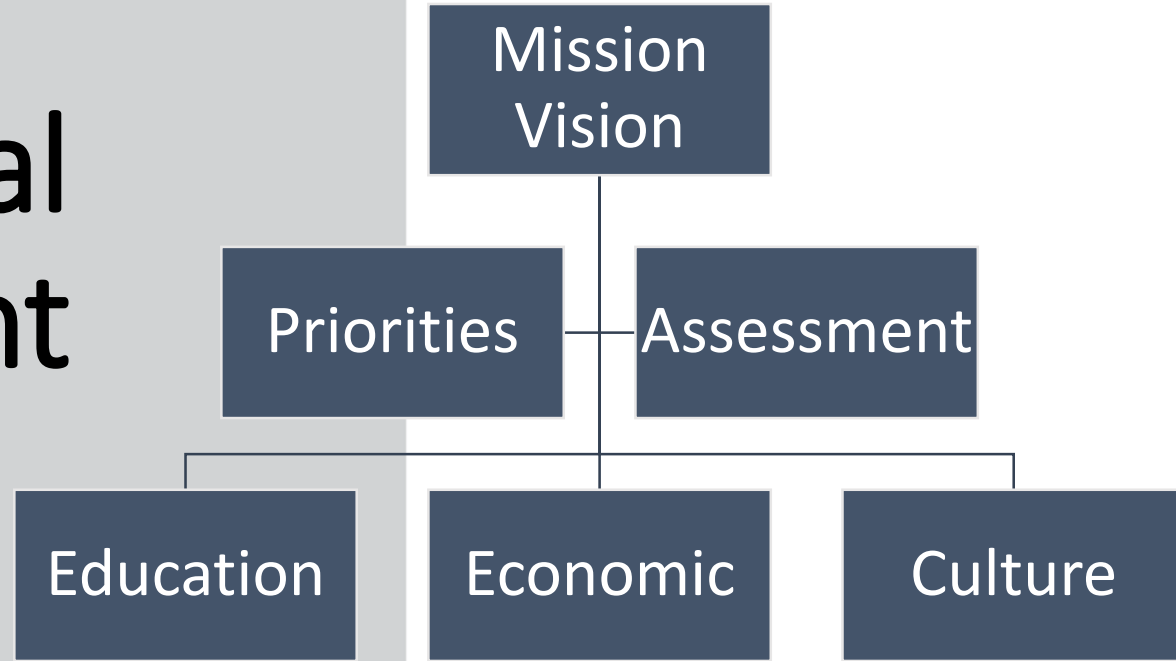
- A portal for reporting of future and current activity
- Guidelines for collecting data & reporting
- Integrated planning group

Figure 2 Vertical and Horizontal Alignment in Integrated Planning



Source: Norris and Poulton 2008, p. 30.

Vertical Alignment



Student Centeredness	Research & Scholarship	Campus Culture	Partnerships	Student Centeredness
----------------------	------------------------	----------------	--------------	----------------------

Applied Learning Assessment, Incentives, Rewards (broadly defined/applied) Interdisciplinary	Pre-college Outreach Grant Writing (research) Sustainability K-12 Outreach	Interdisciplinary Recruitment Retention Academic Innovations
--	---	---

Horizontal Alignment

Integrated Planning

- Budget
- Diversity Plan
- Communications Plan
- Technology Plan
- Master Facilities Plan
- Talent Development Plan
- Campaign Plan
- Athletics Plan
- Student Affairs Plan (HRL & RSC)
- Alumni Engagement Plan

Key Performance Indicators

- the elements of your plan that express what you want to achieve by when. They are the quantifiable, outcome-based statements you'll use to measure if you're on track to meet your goals or objectives. Good plans use 5-7 KPIs to manage and track the progress of their plan.

