



# ORIENTATION

CAMPUS PLANNING COUNCIL

WEDNESDAY, SEPTEMBER 15, 2021

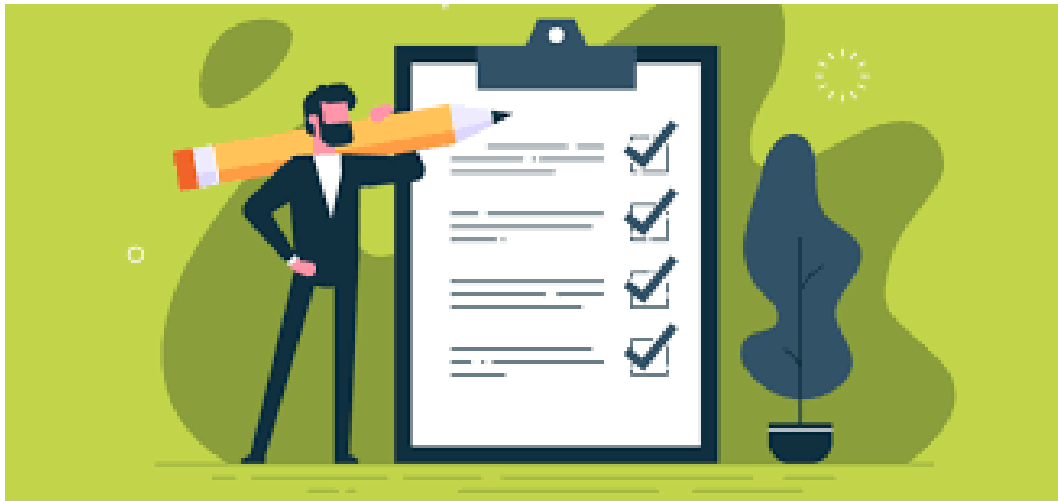


# ACTION PLAN



- January 2019: No plan. Institutional compact that was nothing more than a bureaucratic exercise.
- March 2019 – present: Short term action plan.
- To date:
  - Reversed enrollment free fall
  - Improved the college's fiscal condition
  - Began culture change

# RESPONSIBILITIES



- **Build a "meaningful" strategic plan.**
- **Ultimate responsibility rests with the governing board. WV Code §18B-2A-(b)(1)**
- **Board delegates to Policy and Planning Committee for oversight**
- **Administrative duties to the President**
- **Involvement of "constituency groups, clientele of the institution and the general public." WV Code §18B-2A(b)(2)(C)**

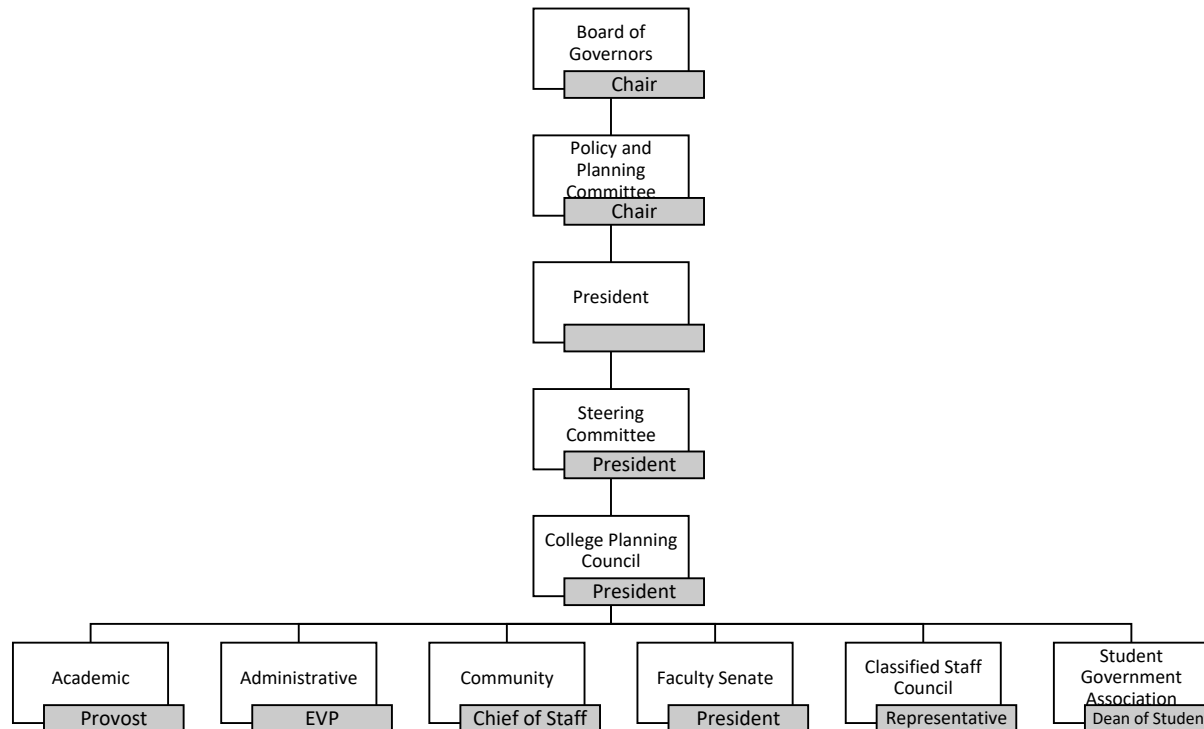
# PURPOSE AND CONSIDERATIONS



- **Establish “Strategic Platform”**
  - Mission, vision, values, objectives
- **Link results with planning and budgeting**
- **Consider input of internal and external constituencies**
- **Mindful of ability to execute the plan (enrollment, institutional resources)**
- **Anticipates evolving external factors**
- **Advance results while maintaining the fiscal integrity of the B-State**

# ORGANIZATION

Strategic Planning  
Organizational Chart



# ROLES AND RESPONSIBILITIES

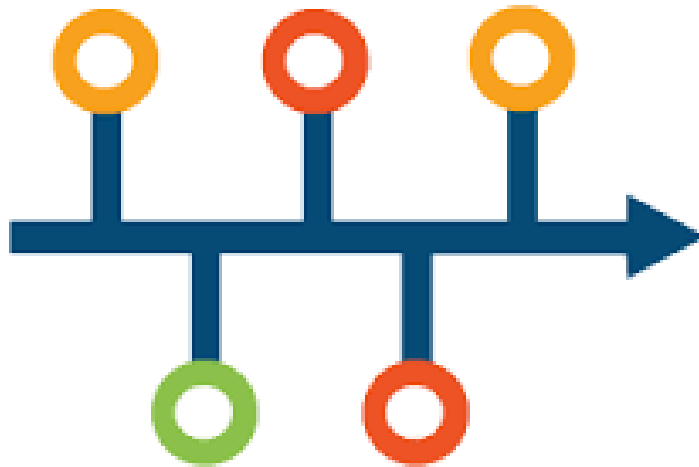
## Steering Committee

- Conduit between the campus and the Policy and Planning Committee
- Maintain timeline
- Review and comment on strategic platform
- Review and comment on programs and projects
- Review and comment on results
- Serve as the research team for the environmental scan

## Campus Planning Council

- Conduit for engagement and flow of information and input to and from:
  - Academic units
  - Administrative units
  - Constituencies;
  - Community

# TIMELINE



1. Orientation
2. Environmental Scan
3. Strategic Platform Review and Development
4. Action Plan Development
5. Results
6. Annual review and revise

# STRUCTURE



- **Strategic Platform**
  - **Mission, Vision Values**
  - **Objectives**
- **Action Plans**
  - **Strategies, Programs & Projects**
  - **Goals**
- **Results**
  - **Timeline**
  - **Measurements and Metrics**



# PLAN TERMS UNCLEAR



- **Mission, vision and values get confused**
- **Goals and Objectives used interchangeably**
- **Strategies and Tactics, likewise, confusing**

# MISSION, VISION, VALUES



- **Mission:** Why we are here? For whom are we here. What need are we addressing. The organization's purpose.
- **Vision:** Where do we want to be?
- **Values:** Those unique beliefs that serve as our “guardrails” and we move forward. Must be aligned with principles (self-evident truths)

# OBJECTIVES AND GOALS



- **Objectives:** Broad, long-term measures of achievement in accomplishing our mission and fulfilling our vision
- **Goals:** More specific, short-term measures of achievement used to determine progress towards achieving our objectives.

# STRATEGIES AND TACTICS



- **Strategies:** Broad methods of achieving our goals and objectives
- **Tactics:** Specific programs and projects used to advance a strategy.

# RESULTS



- **Must be based on real results NOT just completing a process.**
- Must show objective measure of advancing our mission and fulfilling our vision.
- Annual goals should be further divided into benchmarks.

# TIMELINE



Next meeting: Wednesday, September 22, 2021

- Review Strategic Platform



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