

# STRATEGIC PLANNING

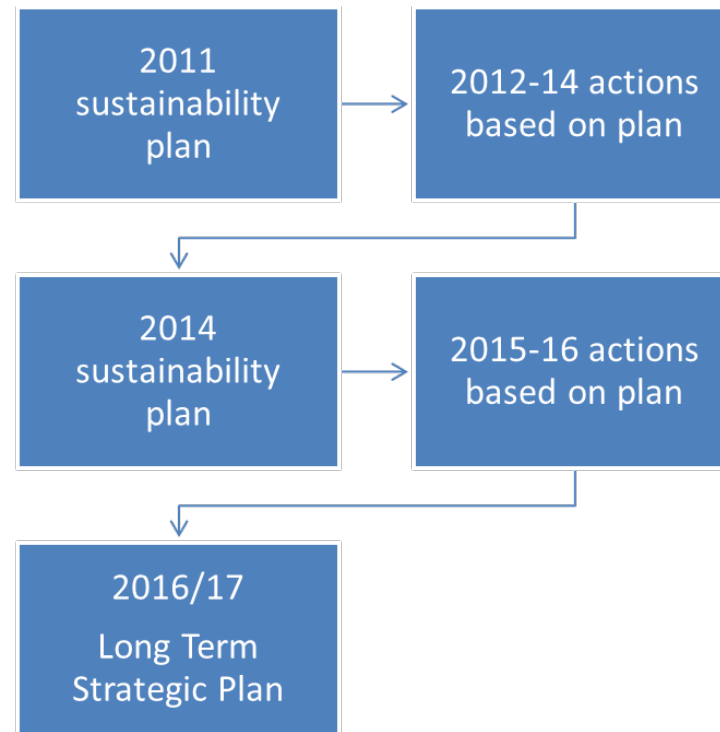
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# FRAMING THE CONVERSATION

- Tactical planning of 2011-2015



By necessity, our recent planning has been short term and often reactive. At this point, we have the luxury of embarking on a longer term, thoughtful plan.





# FRAMING THE CONVERSATION

Transitional planning of 2015-16

- Six overarching themes were gleaned from the Faculty Senate “Essential Components” and from the strategy sessions with the Board of Trustees and Cabinet. The themes are ***Academic Quality, Connections and Networks, Fiscal and Financial, Growth, Experience and Environment, and Student Outcomes/Experience.***





# FRAMING THE CONVERSATION

Strategic planning of 2016-17

- EOU has a **tremendous opportunity** to thrive in serving students, the state, and the region with the development and execution of an effective strategic plan. **Now** is the time for EOU to **build upon its strength** and pursue the many opportunities that exist in order to **enhance** current performance and build a tradition of **excellence**. With the new governance structure for higher education in the state of Oregon, we have a passionate and participative Board of Trustees. We have committed leadership, dedicated faculty and staff, and supportive alumni and friends of the university. **We must proceed forward with purpose.**





# SCOPING THE PROJECT

**The University Council will work with the University President to lead an inclusive process that will provide all campus and regional center stakeholders with opportunities to contribute to the development of the institutional strategic plan (goals, measurable objectives, and key performance indicators (KPIs)). This work is to be completed by January 2017. Given the amount of information to be synthesized an ad hoc committee, appointed by the President, will support University Council.**





# THE TIMELINE

Activity	Group	Status	2016					2017		
			Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1. Launch planning discussion with Board of Trustees	President	✓								
2. Identify and enroll members for SPOC	President	✓								
3. Complete update of SWOT analysis	University Council	✓			■					
4. SWOT review and status update report to Board of Trustees	SPOC & UC	✓								
EOU stakeholders generate goals - UC drafts plan	UC					■	■	■		
5. Review of draft goals, objectives and KPIs with Board of T...	SPOC & UC									
Plan is refined, action steps identified, linked to budgeting	SPOC, UC, & BP								■	■
6. Final strategic plan recommendations presented for appro...	SPOC									



# COMMUNICATION PLAN

- Website ([www.eou.edu/strategy](http://www.eou.edu/strategy)) – weekly updates
- University Council – constituent contacts
- Student & Employee Infolines
- EastTalk
- Foundation





# ANALYSIS RESULTS

## Strengths

**Location/Campus Setting**  
**Small campus size/class size**  
**Personal attention to students**  
**Friendly environment**  
**Affordable**  
**Passion/capacity/flexibility for improvement**  
**Program Quality**

## Weaknesses

**Internal relations and relationships**  
**Marketing**  
**Weak institutional identity**  
**Limited program and course offerings**  
**Poor online program/course design**  
**Financial resource constraints**

## Opportunities

**Offer/develop regionally relevant programs**  
**Community engagements**  
**Regional industry/business partnerships**  
**Strengthen Comm. College relationships**  
**Promotion**  
**Evaluate/support/promote EOU clubs**  
**Grow and serve a diverse EOU community to provide connection between Eastern Oregon and the rest of the world.**

## Threats

**Decline and/or unpredictability in state funding**  
**Economic and political uncertainty**  
**Enrollment decline**  
**Competition from other Universities (same supply/location)**  
**Competition in Online Programs**  
**Allowing the recent challenges to prevent progress**







# GOAL-SETTING

- Mission
- SWOT
- HECC Strategic elements
- Six elements of emotional support & experiential learning



**Questions?**

