Campus Strategic Planning and Your Unit: A Case Study

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Visioning Future Excellence

- Cross Campus Conversation began in 2011.
- What are society’s most pressing issues?
- What distinctive and signature role can Illinois play in addressing those issues in the next 20 to 50 years?
- Six Themes Emerged
Campus Strategic Plan 2013-2016

- **VISION**: We will be the pre-eminent public research university with a land-grant mission and global impact.

- **4 Goals**: (1) Foster scholarship, discovery and innovation; (2) Provide transformative learning experiences; (3) Make a significant and visible societal impact; (4) Steward current and generate new investment resources

- **Unit Plans**

- **Metrics**
Importance to Your Unit

- Articulate how your unit aligns with campus priorities
- Build awareness of campus priorities among your colleagues
- Prepare to respond to resource opportunities and redistribution challenges
- Develop a multi-year strategic roadmap for your unit
- Identify metrics to assess progress towards your goals
Case Study: In Context - KCH

- Kinesiology and Community Health
- Academic department in College of Applied Health Sciences
- 1150 undergraduate students
- 180 graduate students
- 35 tenure-track faculty
- 8 instructors
- 6 staff
KCH Strategic Planning Process

• **Step One** – Introduce VFE to faculty (August 2013)

• **Step Two** – Inventory faculty interest and expertise in the six VFE themes (September 2013)

• **Step Three** – Summarize faculty expertise and build VFE website (October - November 2013)

• **Step Four** – Establish VFE priorities for department (November 2013)

• **Step Five** – Integrate VFE priorities into a three year strategic plan for the department (February – March 2014)

• **Step Six** – Circulate draft report, seek comments and feedback, publish final plan (April - May 2014)
Step One:

Introduce VFE to faculty
Step One: Introduce VFE to Faculty

Time Allocation: 45 minutes
Full Faculty Meeting – August 2013
Step Two:

Inventory faculty interest and expertise in the six VFE themes
Step Two: Faculty Inventory

Time Allocation: 1-2 hours faculty
3-4 hours head

Electronically – September 2013
Step Three:

Summarize faculty expertise and build VFE website
Step Three:
Summarize Expertise and Build VFE website

Time Allocation: 10 hours
Department Head + one faculty member + tech support staff
Step Four:

Establish VFE priorities for the department
Step Four: Establish VFE priorities

Full Faculty Meeting – November 2013

Time Allocation: 2.5 hours
Step Five:

Integrate VFE priorities into a three year strategic plan for the department
Step Five:
Turn VFE ideas into a Multi-year Strategic Plan

KCH Strategic Plan Goals:

1. Foster scholarship, discovery and innovation
2. Provide transformative learning experiences
3. Make a significant and visible societal impact
4. Provide supportive physical space

Time Allocation: 2.5 hours
Full Faculty Meeting – February 2014
Step Six:

Circulate draft report, seek comments and feedback, publish final report
Step Six: Finalize 2014-2017 Strategic Plan

Time Allocation: 2.5 hours
Electronically – April - May 2014
Reflections on the Process

- Fully participatory
- Built awareness of campus priorities
- Helps to build consensus around hiring plan
- Buy in for “rapid response teams”
- Modest time involvement for most faculty
- Manageable time involvement for administrative team
- Roadmap to follow and metrics to assess progress
Thank You

Comments and Questions