

CSU STRATEGIC PLANNING TIMELINE

What is a strategic plan: A strategic plan plays out the fundamental decisions and actions that will shape and guide what an organization wants to be, what it will do and why it wants to do it. – *As defined by the Strategic Planning Steering Committee in 2012*

SEPTEMBER 2016

- Strategic Planning Steering Committee Established
- Meet with ELT to discuss tweaking Vision, Mission, Values and for them to provide their thoughts on the upcoming strategic planning process
- Kick-off meeting with Strategic Planning Steering Committee – **Wednesday, September 14, 2016 Noon to 1:30pm President’s Club Lumpkin Center**
- Begin Evaluation of Existing Data
 - The strategic planning steering committee will analyze existing data and any other pertinent efforts that need to be incorporated into the plan as a precursor to future planning activities.
 - Understanding existing trends or patterns in data are essential to inform future instruments for surveys or focus groups.
 - Examples of existing data to be analyzed:
 - SWOT data gathered in 2012
 - Concluding strategic plan
 - Complete College Georgia (CCG)
 - Master Plan
 - SACS data
 - QEP
 - Enrollment Data
 - eCore
 - CSU Brand info
 - Graduate student info
 - Adult learner info
 - Senior survey results
 - National Survey of Student Engagement (NSSE)
 - Collegiate Assessment of Academic Proficiency (CAAP)
 - Student outcomes
 - Information gathered during the faculty/staff/department head retreat
 - Peer and aspirational institution data for comparison

October 2016

- Strategic Planning Steering Committee Meeting - **Thursday, October 6, 2016 1:30pm – 3:00pm**
Cunningham Center
 - Discuss Data reviewed
 - Mini-SWOT to prepared materials that will need to use in upcoming Focus Groups
- Begin conducting stakeholder focus groups
 - Face-to-Face Focus Group(s) with each stakeholder group (Faculty, Staff, Students, Community, and Others)
 - Description: This technique provides a high level of information about attitudes and opinions from key stakeholders. Focus groups allow for an in-depth conversation about attitudes and knowledge with a select group. Focus groups are best utilized as a complimentary methodology to explore particular patterns or trends of interest. Participants in the focus groups would be known to those conducting the session. The information gathered at this session(s) will not be attributable back to specific participants.
 - Multiple focus groups (dates/times/locations TBD):
 - For reference, in 2012 we conducted a total 20 focus groups with faculty, staff and students.
 - Staff: Staff Council and 4 open sessions (2 on main campus, 2 downtown)
 - Faculty: Dean’s Council, Business School, Teacher Education, Graduate Directors, HPEX, Basic Studies, Library, College of the Arts, College of Science & Letters, 3 open sessions
 - Students: 2 open focus groups (1 on main campus, 1 downtown), 1 with graduate students
 - Recommend we add focus groups with community, trustees and alumni

November 2016

- Strategic Planning Steering Committee Meeting, **Thursday, November 17, 2016 1:30pm – 3:00pm**
Cunningham Center
 - Discuss progress of focus groups
 - Discuss Strategic Focuses & Priorities of CSU
- Continue conducting focus groups

December 2016

- Strategic Planning Steering Committee Meeting, **Thursday, December 8, 2016 1:30pm – 3:00pm**
Cunningham Center
- Open online requests for input (open for those who were unable to participate in the face-to-face focus groups)
 - Online Survey for each stakeholder group and one that is open to the public
 - Link to survey to be distributed via appropriate contact person, open 2 – 4 weeks to gather appropriate response,
 - The survey would be open to specific stakeholder groups (students, staff, faculty, alumni) with one survey open to the general public (if desired). The data gathered would be anonymous with no way to attribute response back to specific respondents. Data would be combined with the data gathered during focus groups.

January 2017

- Strategic Planning Steering Committee Meeting (twice monthly) **Thursday, January 12, 2017 & Thursday, January 26, 2017 12:30pm – 2:00pm LUNCH PROVIDED Cunningham Center**
 - Begin discussion on Goals for each University Priority
- Analysis of focus group and online survey data will be done during the months
- Update meeting with ELT/Dr. Markwood
 - Provide update/status report to the President/ELT mid-way through the strategic planning process in order to ensure the plan is on track.

February 2017

- Strategic Planning Steering Committee Meeting (twice monthly) **Thursday, February 9, 2017 and Thursday, February 23, 2017 12:30pm – 2:00pm LUNCH PROVIDED Cunningham Center**
 - Focus Group/Online survey data report provided/reviewed
 - Continue discussion on Goals
 - Begin discussion on recommended strategies

March 2017

- Strategic Planning Steering Committee Meeting (twice monthly) **Thursday, March 9, 2017 and Thursday, March 30, 2017 12:30pm – 2:00pm LUNCH PROVIDED Cunningham Center**
 - Ensure Goals are finalized
 - Continue working on recommended strategies

April 2017

- FINAL Strategic Planning Steering Committee Meetings (twice monthly) **Thursday, April 9, 2017 and Thursday, April 20, 2017 12:30pm – 2:00pm LUNCH PROVIDED Cunningham Center**
 - Finalize recommended strategies
- Final edits
 - Final edits made and submitted to the steering committee and president for final review.

May 2017

- President rolls out new strategic plan **Tuesday, May 2, 2017 Time/location TBD**
- Strategic Planning Steering Committee wrap-up reception
- Electronic copy of plan will be ready

Summer 2017

- Production and printing of strategic plan
- The Leadership Institute will have the final version of the strategic plan professionally produced and printed (number of copies will be limited)

Fall 2017

- **Rollout to the CSU family and stakeholders – Welcome back week**
 - A formal rollout of the strategic plan to the CSU family with printed copies