

# **STRATEGIC PLANNING**

**Auburn University  
2005**

**Senate Update  
June 7, 2005**

# Purposes of Strategic Planning

**Define the university's direction with a limited set of priority long-term goals that serve these purposes:**

- Guide policy decisions and legislative strategy
- Focus decisions about resource allocation
- Serve as the basis for unit operational goals, plans, and benchmarks of progress
- Guide selection of future leaders

# Parameters for a Strategic Plan for AU

- Be based on AU's mission statement
- Take into account the six initiatives
- Focus on a rolling five year planning horizon
- Involve a broad cross-section of the Auburn family in a streamlined effort

# Parameters for a Strategic Plan for AU (Cont'd)

- Result in a clear direction defined by 6-8 overarching priority goals
- Be translatable into action!
- Be completed by the end of Fall, 2005
- Lead to immediate administrative action toward implementation: plans, benchmarks

# Timeline for the Process

## Step One: Asking the Questions

- May—Broad-based strategy team recommends key strategic questions to be addressed
- June—President reviews recommendations and a draft scope for the plan is prepared
- July—Web-based and other feedback is solicited from University stakeholders and scope is finalized

**Outcome: Key strategic questions for AU**

# Progress to Date

- The planning process was presented to the Trustees on April 22 and the Senate on May 3.
- Three broad-based forums were held on May 24, with nearly 100 participants. Hundreds of questions and comments were generated.

# Progress to Date (Cont'd)

- A strategic planning website was produced and announced May 27. The URL is

<http://www.auburn.edu/administration/spc/index.html>

Links will be established to relevant sites as soon as Mike Clardy returns.

# Progress to Date (Cont'd)

- The results of the first three forums were posted to the website on May 27.
- A fourth broadly representative forum was held on June 2. Its results are also being posted to the website.



# Progress to Date (Cont'd)

- A 12-person “ad hoc steering group” met on June 2 to plan the next steps in the process.
- Group Solutions provided a draft summary of the four forums on June 6. The “ad hoc steering group” is reviewing this draft and will send comments to Group Solutions by June 10.

# The “Ad Hoc Steering Group”

- Conner Bailey
- Brett Boston
- Drew Clark
- John Hachtel
- Vern Herr
- Harriette Huggins
- Willie Larkin
- Renee Middleton
- Richard Penaskovic
- William Sauser
- John Veres
- David Wilson

# Progress to Date (Cont'd)

- Trustees have been invited to provide individually to Dr. Sauser their own questions to be included in the process.
- We will hold a meeting the week of June 20 to further edit the strategic questions. This meeting will include the “ad hoc steering group” plus other representatives from all four forums.

# Plans for July

- Draft questions will be posted on the web for comment from the university community.
- A final draft of the questions will be presented to Dr. Richardson. Upon his approval, we will begin Phase Two of the process.

# Timeline for the Process

## Step Two: Setting Strategic Goals

- August—Open forums and web surveys are hosted to solicit ideas focused on answering the strategic questions and setting goals
- September—Strategy team reviews input and produces a draft plan

# **Timeline for the Process**

## **(Step Two Continued)**

- October—President seeks feedback on draft and decides on overarching goals
- November—President recommends 6-8 strategic goals to the Board

**Outcome: Strategic goals for AU**

# Next Steps

- Spring, 2006—VPs, deans, directors, faculty develop implementation plans and benchmarks to meet strategic goals; budget is built to implement operating plans
- June, 2006—President reports on progress toward strategic goals and recommends operating plans and budget to the Board