

STRATEGIC PLANNING

**Auburn University
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

**Earlier plans have served
their purpose...**

But no strategic plan currently
exists for AU.

We need a plan, approved by the
Board, that defines direction
through 6-8 overarching goals.

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

Action is Underway

- Dr. Richardson has held several planning sessions with groups of administrators
- Bill Sauser, John Jensen, and John Heilman have been appointed to design the process
- Group Solutions has been consulted to provide external facilitation and advice

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

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