Strategic Planning & Strategic Doing

Understanding how you can be an active participant in meeting College-wide outcomes.
How did we get here?

- Survey results - identified a need to address why we matter & how we contribute to overall College goals, objectives.
- Alignment with College strategic plans
  - What are your College's goals? How does the strategic plan include (or not) student life?

What are the possibilities?

- Equal partner in the planning process
  - Speaking the same language, understanding assessment, gathering data
- Partnerships are important
- Collaborations in meeting similar goals
The Basics

What is Strategic Planning?

A strategic plan is a road map to lead any organization from where it is now to where it would like to be at a designated time in the future.

What is Strategic Doing?

Strategic Doing enables people to form action-oriented collaborations quickly, guide them toward measurable outcomes and make adjustments along the way. (Purdue University, Center for Regional Development)
Strategic Doing: The 4 Questions

1. Where are we going?
2. How will we get there?
3. What could we do?
4. What should we do?

- Partners agree to a predetermined timeframe, based on resources.
- Everyone commits to taking some action towards the goal during that timeframe.
Take action! How can this apply to Student Life?

Case studies & testimonials

Rebuilding neighborhoods in Flint, Michigan

In neighborhoods besieged by complex, wicked problems, Strategic Doing creates hope through the power of taking action with the assets or gifts that we already possess.

In that moment when we combine assets, we begin to tell a new story of opportunity and possibility. Strategic Doing gives us the power to change our lives, our neighborhoods and our communities.

In the wake of a failed federal grant application, a group of neighborhood leaders in Flint, Michigan, turned to Strategic Doing. After working so hard on the grant application, they wanted to stay together and actually do something. With the support of Michigan State University, the neighborhood leaders launched Neighborhoods Without Borders.

The core team continues to come together and build new networks with practical collaborations. Although it is impossible to say for certain, the work of these leaders has likely contributed to the dramatic reduction of violent crime in Flint.

More important, perhaps, the neighborhood leaders have, according to one, “broken their grant addiction.” They are focused on mobilizing the many assets they have within their neighborhood.

Bob Brown
Michigan State University
Goal: Engaging students as responsible partners in the learning process.

Where are we going?
- I know my students are responsible partners in the learning process when...
- I engage students as responsible partners when I...

How will we get there?
- I need student feedback on how we engage them already.
- I need to research best practices.

What could we do? (All possibilities are on the table)
- From the answers above, I learned that students want...
- I learned that my office could help by...

What should we do? (Low-hanging fruit, the possibilities set in reality)
- Right now, given the resources at hand, I can begin with...
Review a college goal!
Answer the 4 Questions!
Now what? What can be the next steps?

- Identifying support through Planning & Research?
- Taking steps to measure student success in your own role?
- Do you know about your College’s plan? How can you find more information about it?
- What are conversations of interest? (supervisor, performance reviews, etc.)
- Building your own plan that fits in the College plan?
- Where is there fertile ground for collaboration?
A good plan implemented today is better than a perfect plan implemented tomorrow.

--George Patton

Planning is bringing the future into the present so that you can do something about it now.

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“A GOAL WITHOUT A PLAN IS JUST A WISH”

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