

## Draft Strategic Planning Process

### **Phase 1: Initial Definition of Plan Purposes, Scope, and Process (*Why go through this process?*)**

- Provide an understanding of the purposes and potential value of the strategic planning process.
- Consulting with community college leaders, make initial decisions about the intended uses and users of the plan.
- Identify strategic plan stakeholders.
- Agree on a process and establish responsibilities for the various steps in the process.
- Obtain commitment and approval for strategic planning process.

### **Phase 2: Environmental Scan and Early Stakeholder Engagement (*Where are we currently?*)**

- Identify legal mandates and responsibilities.
- Establish process to collect stakeholder input.
- Assess environmental factors (SWOT analysis – external, market, internal).
- Identify critical issues, choices, challenges and opportunities.

### **Phase 3: System Strategic Plan Development with the Colleges (*Where do we as a System want to go, how will we get there, and how will we know it?*)**

Working with community colleges and other stakeholders...

- Review and revise, if necessary, statements of vision, mission, and values.
- Agree on a small number of broad goals.
- Develop objectives and strategies.
- Develop plan metrics.

### **Phase 4: System Office Plan Development (*How will the System Office serve colleges -- and ultimately, students and businesses?*)**

- The System Office will use the Strategic/IT Plan (required by the Office of State Budget and Management and Department of Information Technology) as its primary operational plan to drive agency progress toward System strategic plan goals, objectives and metrics.
- The System Office's two-year Strategic and IT Plan will promote greater use of metrics and connect the four-year strategic plan to the legislative agenda, biennial budget planning, and IT strategies to support the work of the 58 colleges.
- Other management tools may be used if needed to help achieve the strategic plan goals.

### **Phase 5: Plan Implementation, Monitoring, Evaluation, and Adjustments (*How do we make a splash and an impact?*)**

- Distribute the Strategic Plan to community colleges, government decision makers, partners and other stakeholders. Promote the plan vision via System communications and branding.
- Mobilize for action called for in Strategic Plan. (SBCC, System Office, Presidents' Association)
- Follow operational plan(s), aligning resources accordingly. (System Office)
- Incorporate into individual work plans, wherever appropriate. (System Office)
- Monitor progress.
- Reassess the strategic plan periodically and adjust accordingly.