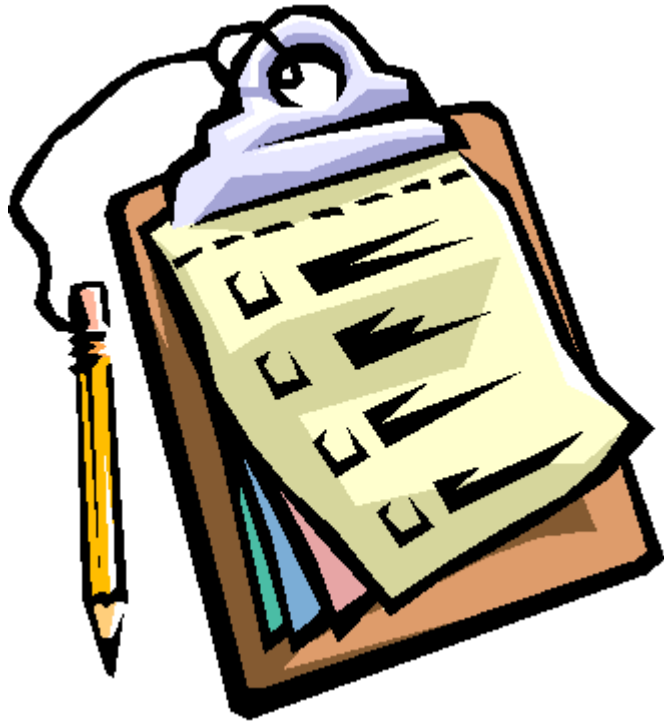




# Agenda



- Phases
- Environmental Scan
- Vision Statement
- Strategic Plan
- Implementation

Reading:

# Three Phases ...

Environmental  
Scan

Sep 12 –  
Spring 13

Vision  
Statement

Spring – Fall  
2013

Strategic Plan

Nov 13 – Apr  
14

Implementation

# Environmental Scan ...

- September 2012: Environmental Scan Task Force (ESTF) stood up (consolidation 8 Jan 13)
- Composition: Broad mix of 24 faculty and administrators across all colleges and campuses
- Purpose: To support the strategic planning process by providing data and information regarding present and future trends that affect the University. The information and data provided to the Executive

# Environmental Scan ...

- The ESTF was charged with collecting data and predicting trends on pertinent concerns within seven specific areas of study:
  - Sociology & Demographics
  - Environmental, Science & Technology,
  - Business & Economics,
  - Higher Education,
  - Political Science & Public Policy, and
  - Military Education.
- SWOT analysis of data

Report of the UNG Environmental  
Scan Task Force  
Spring 2013

# Vision Statement, Spring - Fall 2013 ...

Hour-long sessions involving focus groups of community members, faculty, students, and staff across the area served by UNG's four campuses.

We asked two questions: 'What do you value about what UNG is and what UNG does?' and 'Ten years from now, what will UNG be and what will UNG be doing?' Great feedback innovative ideas.

Additional focus groups included UNG staff, alumni, athletes and athletics boosters, international partners, and the region's leaders in economic development.

# Vision Statement, Spring - Fall 2013 ...

# Committee Charge ...

To: Strategic Planning Steering Committee

From: Dr. Patricia Donat  
Provost and Senior VP for Academic Affairs

Date: November 1, 2013

Thank



# Committee Charge ...

The purpose of the Strategic Planning Steering Committee is to provide recommendations to UNG President Bonita C. Jacobs and to her Cabinet regarding:

- the challenges and opportunities facing our institution based upon an assessment of the internal and external environmental context
- a targeted vision for the institution that identifies recommended priorities for the next 3-5 years
- a set of values that describe unifying characteristics for our institution
- a strategic direction and set of priorities
- objectives and goals in support of adopted priorities
- a framework for later operational and unit planning
- strategies to ensure UNG's continuing role as a leading institution within the University System

# Committee Charge ...

To meet these objectives, the Committee should:

- model effective strategies for communication and collaboration in a multi-campus environment
- adopt and implement a comprehensive communication plan that obtains robust feedback and guidance from constituents and strategic partners to inform the process
- ensure ongoing campus engagement during the development of the Plan through the use of a variety of mechanisms, to include dedicated sounding boards of key constituent groups
- ensure ongoing engagement with strategic partners through regular use of sounding boards throughout the process
- regularly receive, collect, and review data to inform your work
- engage in a transparent and inclusive process for Plan development



UNIVERSITY OF NORTH GEORGIA

THE MILITARY COLLEGE OF GEORGIA

# Process ...

Kick Off Luncheon – Nov 13

Committee Meetings

Sub-Committee Meetings – 1 Sub-Committee Meeting Per Goal – 4 Goals

Town Hall Meetings

Draft Plan – Feb 14

Final Plan – April 14

# UNG 2014-2019 Strategic Plan ...

Mission

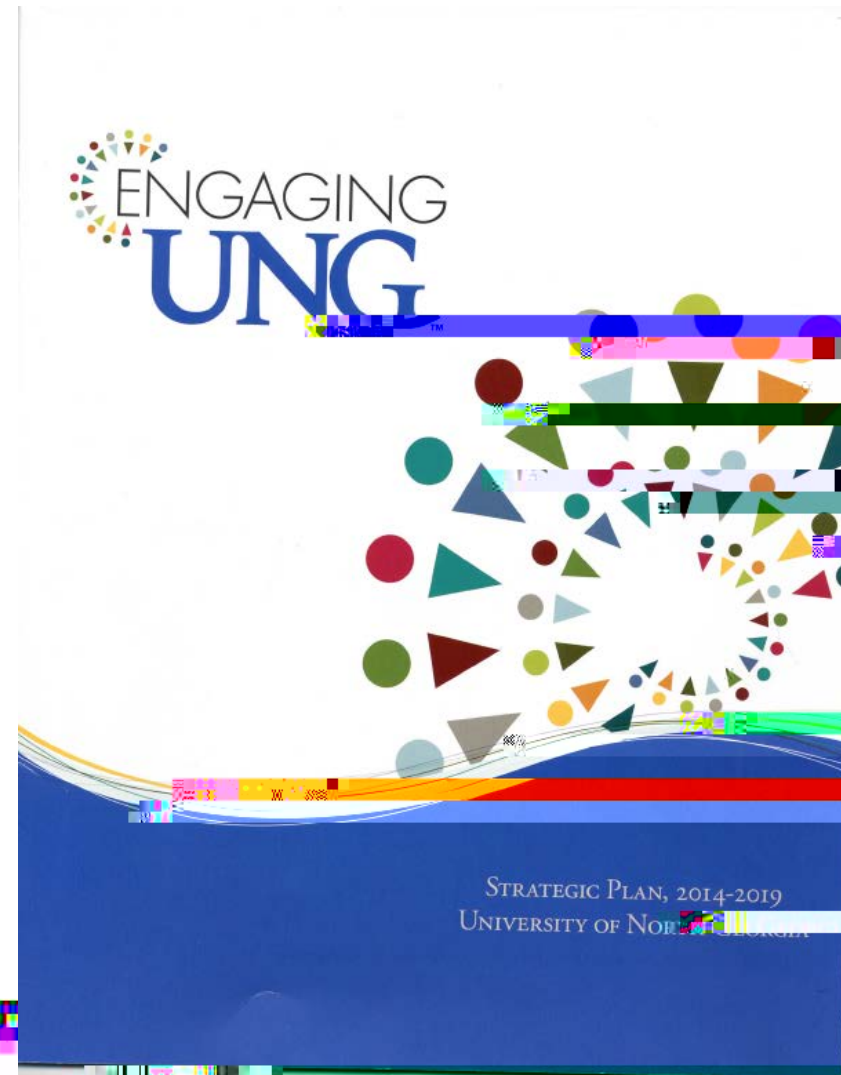
Vision

Values

Assumptions

Goals

Appendices



# Implementation Fundamentals ...

- Translates strategic plan into action
- Clear identification of responsibilities for goals and objectives
- Clear identification of resource requirements
- Goals and objectives tied to quantifiable metrics
- Focus on strategies and tactics
- Prioritizes and synchronizes actions
- Prioritization linked to allocation of resources
- Tied to annual budget cycle
- Continuous assessment, periodic reporting, adaptive

# Implementation ...

- 13 November 2014: <sup>st</sup>town hall meeting to discuss progress of Goal 1: Academic Excellence
- Other implementation meetings or planning occurred below the UNG level.
- Dr. Ormond covered where we ended up—more than 4 years after plan went into effect.

"UNG is in a small percentage of institutions that have taken steps toward strategic plan implementation; many schools create a strategic