Strategic Planning Committee Meeting  
November 30, 2017  
3:00 PM - 5:00 PM

1. **Review Meeting Schedules (10 mins.)**

2. **Discuss current Mission, Vision and Values (30 mins.)** Outcome: Affirm or reach consensus on any proposed changes

3. **Review SWOT Survey results, and stakeholder key points/concerns (40 mins.)** Outcome: Informational

4. **Review Environmental Scan key internal/external factors (30 mins.)** Outcome: Informational

5. **Identify/discuss priorities to consider for drivers of plan goals (break into groups) (90 mins.)** Outcome: List potential priorities for plan consideration.

6. **Steering Committee Assignment (20 mins.)** Outcome: Refine priorities in terms of importance to new plan, goals identification, measurement.

7. **Next meeting reminder: (Closing)**

Expected Outcome / President’s Message
The 2017-2018 academic year will serve as Westfield State’s strategic planning year.

Strategic planning is a critical activity for every purposeful entity. An effective strategic planning process requires deep deliberation, a far-reaching scan of the environment, multiple opportunities for engagement and honest conversations about an organization’s past, present and future. Ultimately, the plan should be fiscally sound and based on a realistically attainable and progressive vision. The plan’s included strategies should position the university to deliver the highest quality education to our students and ensure Westfield State University will be recognized as a model public comprehensive institution committed to student success.

To achieve such a plan will require the work of our full community. The Strategic Planning Steering Committee will work to engage the campus through a variety of communication settings. I ask that you participate earnestly and completely in the discussions and opportunities for engagement throughout the process.
Major Work Tasks

1. Project Initiation
   - Communication & Data Sharing Protocols

2. Mission, Vision & Values Reaffirmation

3. Environmental Scan

4. Stakeholder Input

5. SWOT Analysis

6. Consensus on Strategic Issues & Priorities
   - Share with University Community & Feedback Loop

7. Develop Goals, Objectives, Strategies, Measures
   - Share with University Community
   - Disseminate to each University Division
   - Align Division Priorities and Strategies with Strategic Plan Goals
   - Update State Board of Higher Education (March 2018)

8. Prepare Strategic Plan Document
   - Draft Plan Document
   - Final Plan Document
   - Implementation & Assessment Plans
   - Approval Process (Board of Trustees, MA Board of Higher Education)

Project Timeline

- Phase I Tasks 1-5 September - December 2017
- Phase II Tasks 6-8 January - June 2018