

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)**



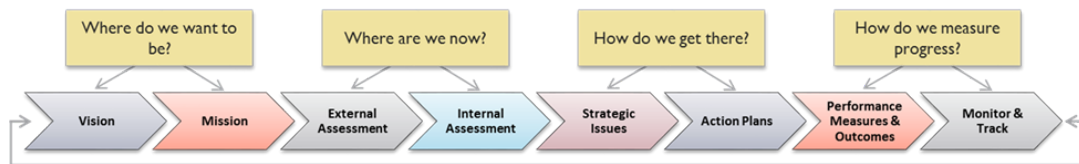
Expected Outcome / President's Message

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

