Presentation Title: Data-driven Strategic Planning

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that faculty and staff are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. Effective strategic planning requires accurate and focused longitudinal data upon which decisions can be made. There are many different frameworks and methodologies for strategic planning and management.

Although a single strategy for planning will not fit all contexts, there are a few practices that consistently result in better, more effective and supported plans. This session will share strategies to: 1) Develop a collaborative vision that will engagement future educational practice; 2) Engage insightful consideration of programmatic processes and status toward goals; and 3) Discover how to organize and present data so everyone in the program will have common understandings of programmatic strengths, needs, and direction toward improvement.

Strategies will focus on: (a) selecting, locating, and reporting data that is informative and useful for leadership and faculty; (b) guiding faculty/staff toward common goals and expectations; (c) defining and implementing an action plan toward programmatic goals; (d) setting benchmarks and assessable outcomes; and (e) considering the impact of programmatic decisions on student learning and assessing this impact through a consistent student learning assessment process.

Strategic planning for higher education programs must consider the perspectives of alumni, advisory councils, and industry professionals to inform their strategic planning. Strategies and processes to include external constituents will be shared. Technology enables accessibility to data surrounding the educational environment in and beyond courses to provide a genuine and authentic picture of student experience and engagement toward programmatic goals. Examples of technology used to leverage insights to improve strategic planning processes will be provided through examples of how programs across the university have developed an insightful platform to create community informed and supported strategic plans.