

STRATEGIC PLANNING
FRIDAY, OCTOBER 26, 2018
IN-SERVICE

Purpose of In-Service Strategic Planning Activity

The PCCUA Strategic Planning process is harder than it appears. We have three campuses and multiple divisions and departments which must align the work they do to ensure students are at the forefront of our work. Although a small team of people will write the plan, input from you is very important. We need long term plans which are general in nature but are realistic and can be implemented.

Some people think that strategic planning is about what theirs do but not about their work. Every person working at PCCUA needs to have input into what we perceive to be important.

Last spring we engaged in a SWOT analysis. You see that analysis posted on the wall. In addition you see the vision, mission and values statements of the College.

Strategic planning is an effort to align the work of all and work among all the units at PCCUA

The SWOT completed in the Spring of 2018 helped us confirm our institutional priority.

Institutional Priority

Recruitment, Retention, and Completion!! This is aided by our Student Success focused agenda.

Planning Process

While planning this it is important to recognize what we do well to continue and improve that effort. However, there are very specific needs we have which we need to address. The strategic plan is not about the quick fix. However, in this process, things which can be addressed immediately often do take place. This is one reason we want to take notes. We also want the opportunity to talk to people who identify a very specific problem. If we see a problem identified on someone's sheet again and again, it is probably a problem. On the other hand, only one person may identify something which needs to be changed and even though others don't identify the issue as a problem it could be one.

We want each person to have the opportunity for input.

1. Introduce the purpose of the activity (summarize the information in the purpose)
2. Hand out the sheets with the statements
3. Review posters....1-vision, mission, values; 2-Spring 2018 SWOT, 3-Strategic Planning Emphasis (areas for the planning) (take about 10 minutes to discuss this)

4. Ask participants to take a few minutes to complete the form individually....only one response should be given for each area. (take about 10 minutes to do this)
5. Begin the group discussions for each questions...there must be group consensus about what the group believes is most important. Write only one outcome for each statement or question on the poster provided for this.

Note: the poster looks just like the page but writing on it saves time.

6. Collect the individual sheets at the end of the session. If people want to write their names on the form that could be useful but it is not required. These can be reviewed later for planning purposes. In addition, it means there is no need for a note keeper.