

Strategic Planning

2024 Fall Faculty Conference

Stockton University

What is strategy?

- The link between mission and the realities of the external, competitive marketplace
 - Need to define the current mission, vision, and values for the university
 - Strategy should have an external focus
- Strategy is about choices associated with organizational direction
 - Important to articulate what our choices are
 - Strategic plan cannot include all choices that we have as a university
- Strategy differs from operations
 - Strategy is the purpose for taking operational steps

Strategy = choices and vision

Operations = infrastructure

Strategy

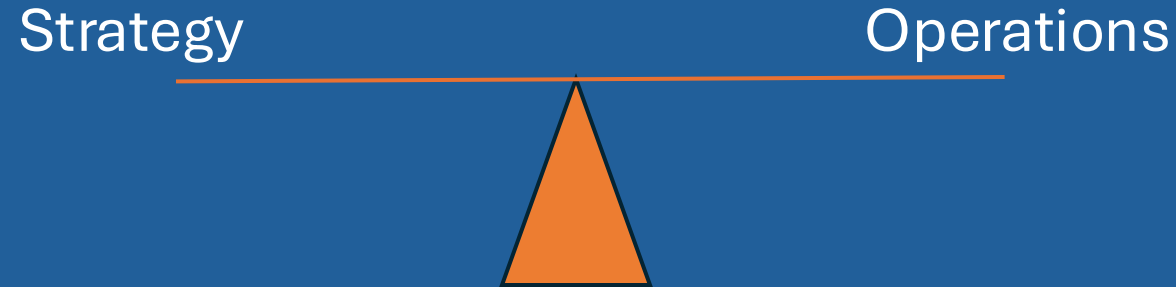
Operations



Intricate balance between strategy and operations

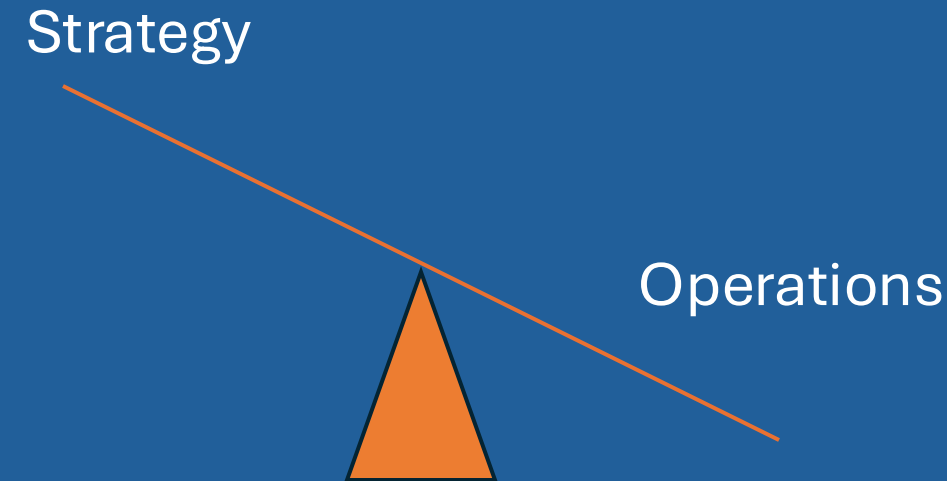
Strategy = choices and vision

Operations = infrastructure



An operational plan will build infrastructure with no clear goals for that infrastructure

Does not articulate rationale for resource allocation



Strategy = choices and vision

Operations = infrastructure

Strategy

Operations



Operations

Strategy relies on operations to be in place

Strategy



Strategy could include building infrastructure for support

Strategy = choices and vision

Operations = infrastructure

Strategy

Operations



Operations address how to do things right

Strategy is about the right things to do

Strategic Planning Discussion prompts

1. What should be the mission, vision, and values of Stockton University?
2. What distinguishes Stockton from other universities?
 - What does it mean for us to be an anchor institution?
3. What is our role in supporting the community?
 - In what ways have we been successful in community engagement?
 - In what ways could we support the community better?
4. What is our role in preparing students for the future?
 - How should we be preparing students for future careers?
 - Should we focus more on interdisciplinary education? Why?
5. What do you see as Stockton's strengths?
 - Are there any areas that we could grow?
 - What strengths have we 'lost along the way'?

Strategic planning discussion notes

Please designate a **notetaker** at your table to take notes about your strategic planning topic.

The **notetaker can scan the QR code or go to the weblink below** to access the Sharepoint Excel document. (*You will need to be logged in to your Stockton.edu account.) Please type your responses in the designated tab at the bottom of the spreadsheet!

<https://tinyurl.com/StratPlanDiscussionFFC>



See tab at bottom of spreadsheet for your table #

Instructions	Table1	Table2	Table3	Table4	Table5	Table6	Table7	Table8	Table9	Table10	Table11	Table12	Table ...
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Discussion summary

- Share **one key idea or theme** that came out of your small group discussion

Why contribute to strategic planning?

- **Faculty input will be integral** in determining university choices and direction of the plan
 - Strategic plan will direct the **allocation of university resources**
- **Plan will not be exhaustive** of all ideas
 - Will be **narrowed and focused** on how to move the university forward
 - There will be **contributors and decision-makers**
- Clear **priority** in the plan is supporting the **people in the university community**
- This is the first of **multiple opportunities to contribute**

AASCU strategic planning collaborative

- Stockton is a member of the American Association for State Colleges and Universities [strategic planning collaborative](#)
 - California State University, Los Angeles
 - State University of New York, Oswego
 - Slippery Rock University of Pennsylvania
 - Montclair State University
- AASCU follows a [postsecondary value initiative](#)



Postsecondary value initiative

1. **Equalize access** to increase postsecondary value
2. **Remove affordability** as an impediment to postsecondary value
3. **Eliminate completion gaps** and **strengthen post-college outcomes** to ensure postsecondary value
4. Improve data to **expose and address inequitable** postsecondary value
5. **Promote social justice** by providing equitable postsecondary value

Strategic Planning Steering Committee

- Committee has been working over the summer
- Committed to a transparent, collaborative, and relationship-focused process
- Committee subgroups have been formed and will begin work
- [Get involved!](#)