

Academic Planning
Update and Summary of Academic Planning Workshop with Michael Middaugh

Here's what we did

Spent two days in an academic planning workshop lead by Dr. Michael Middaugh and

- Reviewed the process and purpose of creating an academic plan
- Reviewed the essential components of effective planning
- Conducted a SWOT (strengths, weaknesses, opportunities and threats) analysis of UNC
- Discussed possible strategic areas/priorities for UNC
- Outlined our next steps

Here are the things we learned

- Planning must be
 - systematic and used for institutional decisions
 - rooted in the institutions mission
 - predicated on analytical and evaluative data
- Planning is not
 - the production of a blue print
 - a set of platitudes
 - personal vision of any one person
 - a collection of departmental plans
 - something done on an annual retreat
 - a way of eliminating risk
- Successful strategic planning
 - concentrates on the fate of the institution above everything else
 - forces institutions to prioritize goals and objectives and allocate resources accordingly
 - integrates academic, resource, and facilities elements; academic decisions should be the driving force, but good planning is holistic in approach
 - relies on evidence-based decisions (e.g., assessments of student learning and institutional effectiveness)
 - is a guide, not a monument; the process is as important as the plan itself
 - is continual
 - happens only with direct support of campus executives
 - encourages broad participation and communication
- An effective mission statement
 - provides a clear sense of direction
 - drives action-oriented goal statements
 - is the basis for identifying measurable planning objectives

Here are our next steps:

Done	Visit with President Norton and Exec Staff about the academic planning process
Now	Distribute summary of activities to AP steering committee members
Now	Establish steering committee meeting times
	Gather all reports, position papers and planning documents, such as the recommendations of the academic planning subcommittees, CTF Final Report, HLC/NCA self study, Commission reports (e.g., compensation commission, diversity, etc), Lipman Hearne talking points and conduct a meta-data analysis of common themes and recommendations
	Establish a process to gather directors, faculty and staff input on SWOT analysis and strategic vision
	Conduct a series of university SWOT analyses campus-wide with faculty and staff; Recommend clarifications to institutional vision statement conduct work environment survey, gather OBIA data
	Summarize and synthesize campus-wide input and reports to identify 3-4 strategic areas; Seek faculty and staff input on draft vision statement and planning goals and objectives
	Identify strategic goals (including 3-5 priorities for 07-08 budget) Seek campus input on draft strategic goals
	Recommend strategic goals to president and executive staff