STRATEGIC PLANNING PROCESS OVERVIEW
College of Veterinary Medicine

**PLANNING AND DESIGN**
- Review existing insights, data, and historical background and accomplishments
- Identify key stakeholders and strategic planning committee
- Scope data gathering plan
- Finalize timing and key dates

**DATA GATHERING**
- Collect and synthesize all data to gain insights on matters such as an external environmental scan, SWOT, vision for the future, and recommendations for strategic priorities.

**OPEN HOUSE FEEDBACK SESSION (July 28)**
- Interactive opportunity for stakeholders to learn about the work-in-progress and share feedback on data gathering

**DESIRED FUTURE + BUILDING THE PLAN SESSION (November 7-8)**
- Affirm Mission, Values, and Vision
- Align on SWOT and Environmental Scan, Benchmarking
- Develop a BHAG (big hairy audacious goal) for the next 10 years
- Align on Vivid Description of what success looks like
- Finalize top strategic priorities for the next 3 years
- Create the 1-Page Plan: Develop 3-year goal(s)
- Define success metrics
- Reality “Gut Check”
- Draft communication plan

**OPEN HOUSE FEEDBACK SESSION (December 13)**
- Interactive opportunity for stakeholders to learn about the work-in-progress and share feedback on strategic direction

**IMPLEMENTATION PLAN SESSION (1 Day)**
- Discuss how the plan will impact current operations (people, processes, and timelines) and metrics / measurement
- Discuss and align on implementation plan
- Develop tactical action plans to support each strategy
- Define the execution process (rituals/rhythms)

**PROCESS STEERING COMMITTEE (60-90 minutes)**
- Kickoff Meeting
- Update Meeting
- Vet College Staff

**IMPLEMENTATION SYSTEM (3 hours, Virtual)**
- Design Planning + Implementation Tools

**SEPT 2021 DELIVERABLES:**
- Final proposal + timeline
- Milestones by month

**OCT 2021 – JUN 2022 DELIVERABLES:**
- Final data gathering plan
- Data gathering initial summary

**JULY 2022 DELIVERABLES:**
- Final data gathering summary
- Open house summary

**NOVEMBER 2022 DELIVERABLES:**
- Session Summary
- Draft Strategic + Communication Plans

**DEC 2022 DELIVERABLES:**
- Open House Summary

**JANUARY 2023 DELIVERABLES:**
- Implementation session summary
- Final Strategic + Communication Plans

**STRATEGY COMMUNICATION TO FULL FACULTY**
- Share final strategic plan with the faculty

**QUARTERLY ACCOUNTABILITY REVIEWS (90-minute sessions)**
- Track progress on the strategic plan
- Understand what’s working, identify any roadblocks and make any necessary mid-course corrections

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**KEY:**
- Strategic Planning Committee
- Broader Faculty Leadership
- Process Steering Committee