STRATEGIC PLANNING PROCESS OVERVIEW
COLLEGE OF VETERINARY MEDICINE

SEPT 2021 – JUNE 2022
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
(1/2 Day, In-Person)
Interactive opportunity for stakeholders to learn about the work-in-progress and share feedback on data gathering

CURRENT REALITY SESSION
(1/2 Day)
Summarize key learnings from data gathering
Affirm Mission, Values, and Vision
Align on SWOT and Environmental Scan, Benchmarking

DESIRED FUTURE SESSION
(1/2 Day)
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

BUILDING THE STRATEGIC PLAN SESSION
(1 Day)
Affirm BHAG
Create the 1-Page Plan: Develop 3-year goal(s)
Develop 12-18 month strategies
Define success metrics
Reality “Gut Check”
Draft communication plan

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)

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

SEP 2021 DELIVERABLES:
- Final proposal + timeline
- Milestones by month

OCT 2021 – DECEMBER 2022 DELIVERABLES:
- Action plan
- Data gathering summary
- Current reality summary
- Desired future summary
- Final strategic + communication

JULY 2022 DELIVERABLES:
- Final data gathering plan
- Data gathering initial summary

AUG – SEP 2022 DELIVERABLES:
- Current reality session summary
- Desired future session summary

OCT 2022 DELIVERABLES:
- Plan + Open House Session Summaries
- Draft Strategic + Communication Plans

NOV – DEC 2022 DELIVERABLES:
- Implementation session summary
- Final Strategic + Communication

PHASE 1: Planning & Design
PHASE 2: Data Gathering
PHASE 3: Strategic Planning & Feedback Sessions
PHASE 4: Implementation Plan & Approval
PHASE 5: Communication of Plan & Quarterly Accountability Reviews

Strategic Planning + Leadership Development
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