

Strategic Positioning Initiative

Part I: Review of Administrative Structure

Responsibility: President Maxwell will head this effort

Process: Outside consulting group will prepare a report to be discussed on campus and ultimately submitted to the Planning Council.

Part II: Environmental Scanning

Background comment.

An extensive number of reports that summarize environmental scanning work have been produced by a variety of groups. Many professional higher education organizations have such reports available on their web site. Little is to be gained by units at Drake conducting their own ground up process. Instead, units can proceed with a review of the work by others.

We should also design a process that is doable within our resource and time constraints.

Environmental Scanning: identification and review of the trends and factors in the environment outside of the institution that are likely to affect the unit in the future.

Process Basics:

Establish a planning group

Review the literature

Discussion and review of the following that are relevant to the unit

External (to higher education) challenges and trends

Internal (to higher education) challenges & trends

Opportunities

Preparation of a written report that summarizes the following that are relevant to the unit

External challenges and trends

Internal (to higher education) challenges & trends

Opportunities

Report Format: A bullet point format with explanatory paragraphs.

Deadline: January 12, 2007

Part III: Futures Speaker in January 18, 2007

Erik Peterson from the Center for Strategic & International Studies has agreed to come. He is the director of the seven revolutions initiative.

Part IV: Preparation of White Papers

White papers build on the reports prepared for Part I. Units will critically analyze their current programs and activities and, drawing on their Environmental Scanning report, formulate a plan for the future.

First Draft: White Paper Outline

Implications and opportunities of environmental scanning for the unit

Proposed Future Initiatives (program needs and opportunities)

Identification of what the unit will stop doing or reallocate in order to undertake new initiatives

Deadline: May 31, 2007

Part V. Summer Futures Conference: June 22, 2007

Presentation of white papers

Strategic Planning 2007-08

The Planning Council does it work, fall of 2007

Discussion, modification, and adoption of revised strategic plan: Spring 2008