

Eastern Oregon University

Blueprint for 2010 and Beyond

Strategic planning timeline and process

Rev 7 – October 25, 2005

Executive oversight of the strategic planning process is provided by the Provost with responsibility for completion of the process assigned to the Director of Institutional Research, Planning, and Assessment (IRP&A). The strategic plan will provide direction for Eastern Oregon University for the foreseeable future and establish a baseline for the strategic planning efforts that follow.

8/8/2005 - This timeline and process presented to the President's Cabinet

8/12 through 8/ 23/2005 - Establish strategic planning steering committee

The strategic planning steering committee was approved August 18, 2005. The Strategic Planning Steering Committee will be chaired by the Director of Institutional Research, Planning, and Assessment. The Vice President for University Advancement and the Director of Undergraduate Studies will serve as Vice Chairs. Committee Members are assigned by the president's council. Each committee member will be responsible for obtaining input from other constituents as assigned.

8/23/2005 - External environmental scan starts as soon as the plan is approved. The external environmental scan will seek to gather relevant input from various constituents outside the EOU organization. The groups include, the Oregon State Government, the OUS Chancellor's office, community leaders, members of the broader community near outreach centers, and interested citizens. Information on national legislation and the direction of regional, national, and international higher education and economic influences must also be considered. The purpose of this scan is to inform and influence the internal discussion of strategic planning within the EOU community and will be conducted by members of the strategic planning steering committee (SPSC) and coordinated by the IRP&A office.

September 2005 - Strategic planning steering committee meets to discuss timeline, process, and deliverables, and to assign responsibilities.

9/19/2005 – The president announced the strategic planning effort to the college community

9/19/2005 - Internal data gathering begins

Discussion Groups - During the strategic planning process several discussion groups will be scheduled. Many of these will be intended to elicit information for inclusion in the EOU strategic plan and to provide a mechanism for obtaining input from as wide a constituent base as possible. Others will be intended to obtain feedback on the strategic plan before its final adoption. To accomplish that goal, most discussion groups will be held to accommodate internal constituents such as staff, faculty, students, alumni, or administration and at least one will be held specifically for the local community. All will be open to any interested person or group. The IRP&A office will be responsible for scheduling and conducting these meetings. Members of the SPSC are expected to attend.

9/20/through 9/26/ 2005 – Announcements made during the opening session presentations

9/26 through 10/7/2005 – Discussion groups (See above)

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10/7/2005 – Internal and External environmental scans complete

10/7/2005 - Initial Draft prepared for President's cabinet

The SPSC is responsible for the preparation of the draft strategic plan. The plan will contain a SWOT analysis based on the external and internal environmental scans. This will include the initial goals to be presented to the OUS Board and are not intended to contain the details of the final strategic plan.

10/21/2005 – Initial Draft out for campus and community review

The draft will be distributed through email and hard copy distribution. The IRP&A office will be responsible for distribution. This initial draft will be a rough draft primarily to facilitate discussion.

10/7 through 11/18 2005 - Open discussions and forums (see Discussion Groups, Above)

SPSC is responsible for gathering comments and incorporating these into the final draft document. Several intermediate drafts are anticipated.

11/13/2005 - Final draft distributed for review

The final draft will be distributed through email and hard copy distribution. The IRP&A office will be responsible for distribution.

12/5/2005 – Deadline for comments on final draft

SPSC is responsible for gathering comments and incorporating these into the final document.

January 2006 – Final draft presented to the campus assembly

January 2006- Final EOU Strategic Plan published to campus community. At least one copy will be filed in the EOU library.

A few comments regarding Phase 2

Phase 2 of the strategic planning process is planned to start during the winter term, 2006. During this phase, each VP and department head will be tasked to implement the broad reaching strategic plan written in Phase 1. The implementation will require taking a look at what the department or division does and how its processes relate to the strategic goals of the institution. Once these alignments are identified, the department takes steps to implement the goals within the department and the effect of individual department actions is a fully implemented strategic plan. Simple in concept, this approach is often not easy to implement within the organization due to a variety of factors including established ways of doing business that counter-act the strategic goals, lack of resources to implement changes, and a lack of organizational will to achieve the goals the institution has developed. Each of these obstacles can be overcome and the strategic plan implementation made highly successful.