

BACKGROUND

Strategic Planning is vital to Eastern Illinois University's enduring success, and an expectation of the Higher Learning Commission (HLC). Like the 2017 Vitalization Project, the University's ongoing commitment to strategic planning will ensure that everyday operations, evolving institutional priorities, and overall strategy are intentional and mission-centered.

MODEL

The 2022 Strategic Planning Steering Committee will be adopting the Baldrige Framework for Performance Excellence (BFPE) to develop and implement a campus-wide plan. BFPE methodologies provide systematic assessment tools for measuring the extent to which EIU defines key processes and how well these processes are managed throughout the university. BFPE focuses on four factors, shortened as ADLI: (A)pproach, (D)eployment, (L)earning, and (I)ntegration.

CHARGE

EIU's Strategic Planning Steering Committee (hereafter "committee") will work with stakeholders inside and outside the University to organize process information using the ADLI architecture. Benchmark assessments will occur where Key Performance Indicators (KPIs) already exist, and ADLI methodologies will inform the creation of purposeful KPIs for new initiatives or enhancements to existing practices. Independently, this approach will create meaningful process roadmaps for EIU stakeholders across the institution.

AT-A-GLANCE PROGRESS

EIU's Strategic Planning Steering Committee comprises a diverse assortment of interdisciplinary professionals and campus leaders to collaboratively accomplish these tasks. Thus far, committee work has progressed as such:

- An initial meeting March 23, 2022, led by the Vice President for Academic Affairs and Provost discussed leadership's expectations for how the committee should move forward. Details were shared on the creation of primary and sub-goals, and the importance of creating an online dashboard to track progress.
- An April 8, 2022 meeting discussed progress timelines in more detail, and to brainstorm high-level objectives for systems implementation—including better connecting internal constituencies, improving customer service operations, increasing inclusivity, and incorporating students into University business practices. Also discussed: Creating a standardized methodologies framework for plan feedback, as well as the creation of an accountability framework for Strategic Plan development.
- An April 27, 2022 meeting discussed summer outreach initiatives amongst and the identification of meaningful off-campus constituencies (dates TBD), the formulation of 5 to 7 broad goals to send the President's Council (PC) for early fall 2022 review and feedback, various other internal timelines to regulate the committee's overall progress, and other fall initiatives including October Town Hall meetings, various community engagement activities, and the delivery of an online survey tool to gather stakeholder feedback and a variety of institutional assessment data.

As of the last meeting, the following timelines have informally been put in place:

- Summer 2022: Outreach to select off-campus constituencies for feedback and assessment; the development of a Systems Portfolio subplan and the creation of an assessment methodologies outline using a standardized ADLI approach.
- September 2022: 5 to 7 broad institutional goals submitted to PC for review and feedback.
- Fall 2022: Continued outreach to off-campus constituencies for feedback and assessment; internal outreach for process feedback and assessment. Online survey tool.
- The process will include 2 to 3 Town Hall events & a fall survey to identify priorities to move forward to an initial proposed draft. Campus will also be able to provide written feedback through a strategic planning website.
- In the spring, at-least 2 Town Hall events will be scheduled to obtain feedback on both a draft and final proposed copy. Campus will also be able to provide written feedback through a strategic planning website.
- February 2023: Internal outreach for process feedback and assessment continues.
- Spring 2023: Combine standardized feedback from constituencies, analyze collected process mechanisms for alignment with overarching institutional goals.
- April 2023: Collected data organized into first draft of EIU's 2023 Strategic Plan.