LEAD Workshop
Strategic Planning

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A Community of Innovators
Strategic Planning ABCs

• Where are we now?

• Where do we want to be?

• How will we get there?

• How will we know when we’ve arrived?
Preplanning

Decide On:

- Process
- Participants
- Time frame
- Tools – e.g., statistics/SWOT analysis
Environmental Scan

• Internal scan – full SWOT analysis
• External scan – know your competitors
• Compare with close competitor
• Compare with leader in the field
SWOT Example

- Strengths and opportunities are easy
- Weaknesses and threats are hard
- Example: bioengineering translational research at the University of Michigan
Formulate Strategy

- Develop vision
- Develop mission
- Develop values
- Develop goals
Implement Strategy

• Develop tactical goals related to strategy – identify what you are not going to do

• Develop budget – faculty positions, staff support, enrollments, facilities … - where is the money coming from?

• Develop action plan, including all partners – identify others who should help invest in your plan (UOPM)
Evaluation

• Define metrics and evaluate yearly against these metrics

• Readjust milestones yearly using metrics

• Devote significant time at annual retreat to update and adjust the strategic plan
Evaluation - Diversity

• Define metrics and evaluate yearly against these metrics – especially true for diversity

• Readjust diversity milestones yearly

• Devote time at annual retreat to update and adjust diversity plan
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