LEAD Workshop
Strategic Planning

Matt O'Donnell
College of Engineering, UW

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

Formulate Strategy

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

• Develop tactical goals related to overall strategy

• 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