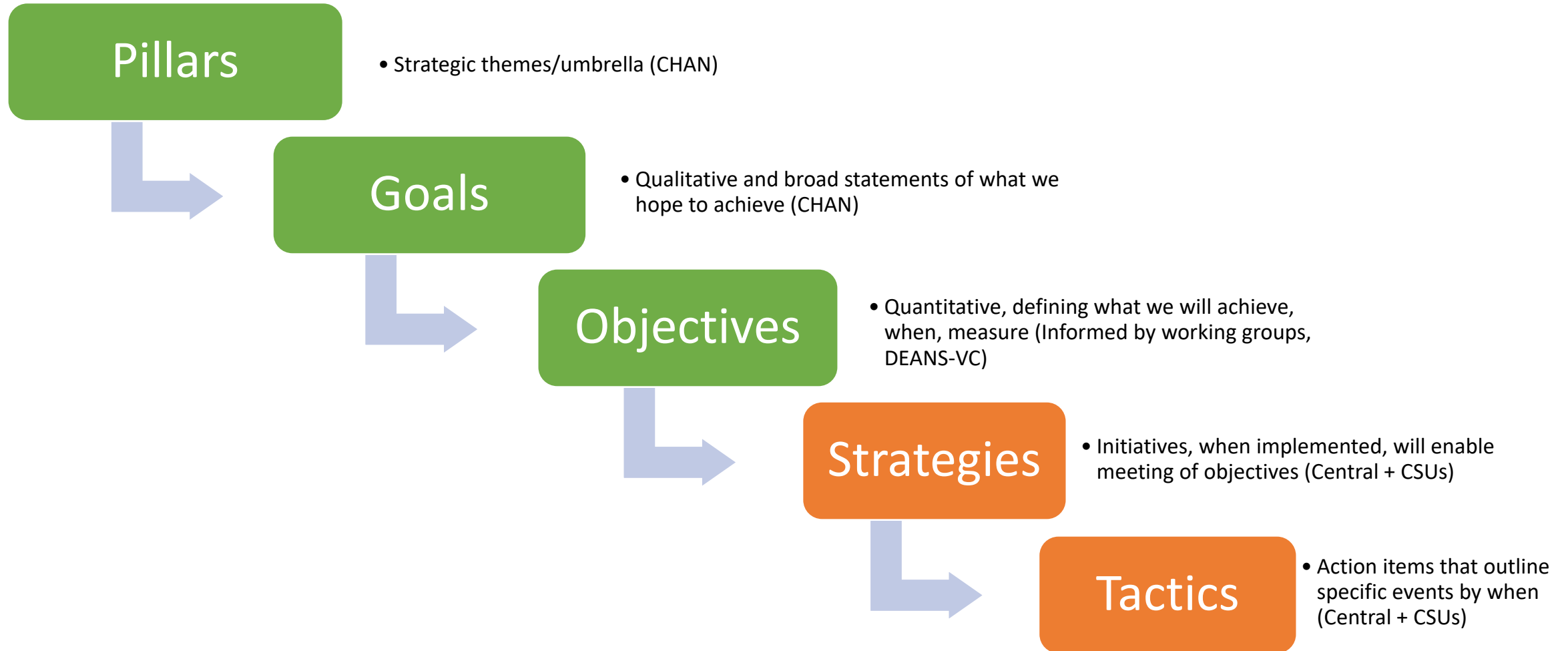




University of Arkansas
Strategic Planning | Gathering Strategies | September 2023

150 Forward → One University



Definitions

- Pillar = The supporting concepts of focus.
- Goal = Where we want to be.
- Objective = How we get there, what we measure or metrics. Also called Key Performance Indicator or KPI.
- Strategy = The method, plan or direction to get us to the goal.
- Tactic = A specific action or step.

The Assignment

- Share up to three strategies and tactics
 - Keep it simple
- Consider/complete home unit strategic imperatives and metrics that have emerged.
- Remember: A strategic plan is not a list of day-to-day operations for the entire institution. The purpose of the exercise is to gather info from the colleges, schools and units to reflect global and institutionally aligned strategies in support of the three pillars.
- Decide whether you need additional information.

Critical Cross-Cutting Paradigms

The plan, strategy & tactics must embed:

- **Commitment to the land-grant mission**
- Consistent, clear communication for all audiences
- A culture of engagement
- Data driven decision-making (including data strategy, analytics, and insights)
- Strategic resource management (cost containment *and* cost reduction)
- 150 Forward → One University



Planning Phases

Strategic Planning Process

The University of Arkansas' 150 Forward strategic planning process is a campuswide, collaborative effort to map out where we are as a land-grant institution, and how to tease out more and better outcomes in achieving the university's mission.

The process began even before Dr. Charles Robinson was selected as the university's seventh chancellor on November 16, 2022, when he began rallying the campus around three strategic priority areas – or pillars: student success, research excellence and employer of choice initiatives.

- Phase 1 – Nov-January – Pillars & broad goal
- Phase 2 – February- Aug – Goals, objectives, strategies
- Phase 3 – September 22 – Gather, refine, test
- Phase 4 – January 2024 – Retreat 2.0 follow up

Timeline

- Spring 2023 | Town halls & other related activities
- May 2 | Goal-setting workshop
- May 11 | Campuswide resource meeting
- July | Meeting 2 KPI refinement
- July-Aug | Crafting strategic imperatives | Deans & Vice Chancellors will refine the objectives and strategies for their areas in alignment with the Pillars | Leadership groups will review strategies
- September 22 | Gather strategies from CSUs | Draft plan + strategies calibrated
- Ongoing | Continued calibration + evaluation