Emporia State University
Strategic Planning: Suggestions for Engaging the Campus

Preface
The University is now engaged in the preparation of documents and a self-study preliminary to the continuing accreditation visit by representatives of the Higher Learning Commission in March, 2015. That circumstance might be considered the closing of the current planning cycle.

In addition, with new leadership for Emporia State University, the Kansas Board of Regents (KBOR) expects that the University engage in the necessary dialogue pursuant to a new planning cycle to chart the next decade. That process is beginning now.

In that context the mission and vision statements are being reviewed, and a strategic plan will be developed consistent with that. The goal is to have the results of the planning process completed by the end of 2014 for unveiling in early 2015; however, a progress report will be presented to the Board of Regents in December, 2013.

Process
Although you may or may not be a member of the formal Strategic Planning Committee, your contributions are vital to the collegial process desired. To that end, and as noted in the “charge”:

- **Review** with your colleagues (which you may refer to variously) the sheet distributed with the graphics (as adapted from Karen Hinton, *A Practical Guide to Strategic Planning in Higher Education*) that highlight the planning process and the definitions of those elements of the planning process that lead to the strategic and implementation plans.

- **Engage** your colleagues by conducting a SWOT Analysis, crafting possible Mission and Vision Statements, and conducting a Gap Analysis relative to “now” and “where we would like to be” (the Vision).

- **Report** the above work—SWOT Analysis, etc.—by November 20. (KBOR expects a progress report by the President in December.) Report through your respective vice presidents, provost, deans, or directors for your area, a summary of SWOT findings, etc. to Amanda Humphrey (ahumphr2@emporia.edu) and copy to DeWayne Backhus (dbackhus@emporia.edu).

Resources
Resources for use in the effort will be posted at the ESU SkyBox. Access the SkyBox link via [http://sky.emporia.edu/SitePages/Home.aspx](http://sky.emporia.edu/SitePages/Home.aspx); click SkyBox on the right side of the screen, and log in with your ESU name and password. Then click on *University Strategic Planning*. Among those items posted will be the following:

- A PDF of the Hinton Guide noted above.
• The current mission, vision and values statements, the current strategic plan and related ESU documents.

• The KBOR Foresight 2020.

• Submitted material from the various campus constituents involved in the process.

• Any other resource materials considered to be of value or that are requested.

Final Thoughts
In closing:

• Provide the opportunity for participation, engage in dialogue, and stay on task to bring closure for reporting this semester by November 20.

• Anticipate that the convergence of thoughts will occur beginning next spring semester with draft mission and vision statements and ultimately the strategic plan in draft form.

• The final work on these planning elements including an implementation plan will occur in the fall semester of 2014 in anticipation of an unveiling in early 2015.

If I may assist with your efforts, please do not hesitate to contact me.

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Backhus, August 2013