Strategic Planning:

1. Jenny has been tasked with developing strategic planning process, due March 1
   - Why put this ahead of Presidential strategic planning?
     - DOSA is an institutional leader
     - Our plan can potentially influence university strategic planning
   - Addition of new departments
     - Process will help in team-building and cross-collaboration

2. Reflections on strategic planning processes
   - Suggestions for communications
     - Lay out the process, steps and due dates
     - Provide summaries of all sessions/meetings
     - Listening sessions (face-to-face) as well as small pieces of written communications throughout the process (emails, website, forms, paper feedback forms, online surveys, etc.)
     - Unit managers can be responsible for getting feedback as well (especially from employees who do not have computer access on the job)
     - Opportunities for anonymous feedback (honest feedback; no fear of retribution)
     - SNAP-polls: 2-3 questions per week; bursts of questions
   - Who are we communicating with?
     - Cross section of division
     - Faculty to help tie us to academics
     - Students
   - External feedback
     - There is a need to differentiate what we do v. what faculty do. (Ex: Focusing on how we support academic mission instead of how we achieve learning)
     - Mid-process (pulling faculty) will depend upon initial listening tours
     - Well-rounded representation is needed from all colleges/areas
     - Target assistant deans group or committees that tie to student affairs work
     - Involve externals in assessment phase and also in the end phases (gathering responses to themes developed based on listening tours)
     - Feedback will help us understand perceptions and potentially our definition
     - Process and transparency of process can help us create allies with external constituencies
   - Who is our audience? (Disagreement on this point)
     - Internal audience – action plan on how we take our operations forward
     - External audience—plan can be used as a marketing tool
• How do we ensure that this is a living, breathing document? (not sitting on a shelf)
  • Keep it simple and value-based
  • Mission/Vision must be broad and memorable
    • Individuals do not need to be able to find their specific job duties and roles in these statements
    • We need to help people understand their role as it relates to the division – Needs to be addressed outside of this process
  • Question: Is this process meant to validate work? Answer: No
  • Need to differentiate between departmental goals and divisional goals in our conversations with staff

• Discussion of moon-shot: Ex: everything we do helps students to graduate; Do leadership call the moonshot or does the division collectively develop?
• Need a memorable line (bumper sticker length) that all DOSA staff knows by heart
• Discussion of Koons’ feedback: If we have a meeting that doesn’t relate to strategic plan, we shouldn’t be having the meeting.