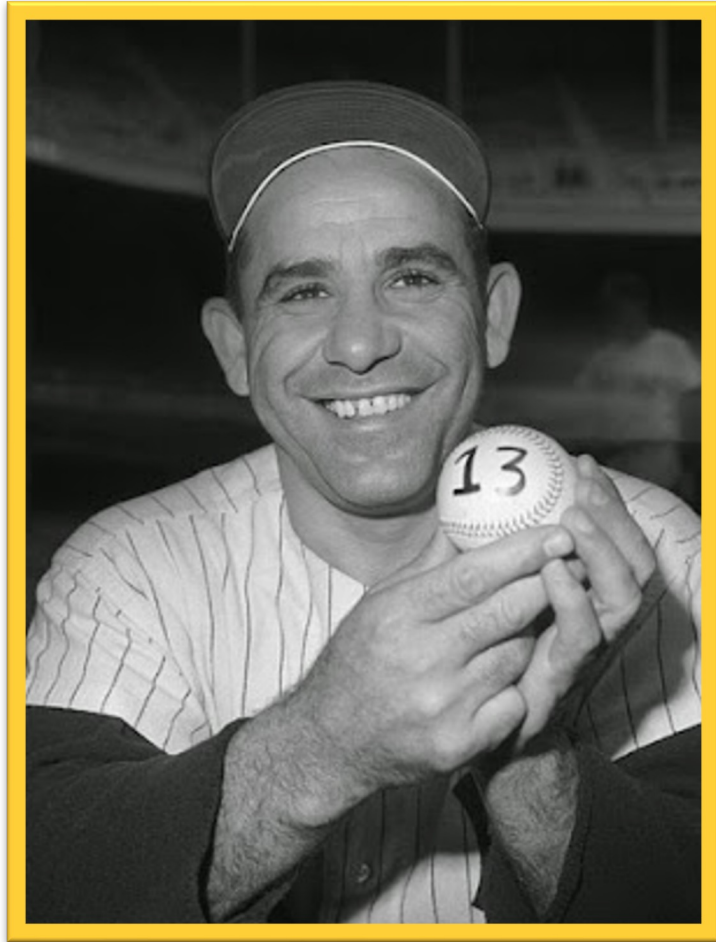


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# STRATEGIC PLANNING PROCESS

## Faculty Assembly

October 23, 2023



# Yogi Berra

*“If you don't know where you are going,  
you might wind up someplace else.”*

# VISION 4040

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- The State University of New York (SUNY) at Oswego envisions **doubling the annual number of graduates** from SUNY Oswego by 2040 to meet the needs of the Central New York region. Vision 4040: Expanding SUNY Oswego's Promise establishes a pathway for SUNY Oswego to stabilize degree attainment of 4,000 awards per year — or 40,000 per decade — by the year 2040.

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# STRATEGIC PLANNING AND STRATEGIC THINKING

Source: Harvard Business Publishing Corporate Learning

# Strategic Planning

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- The process by which leaders **set the direction** for the organization to **move forward**.
- Leaders decide on a path to success that guides how people **set priorities, allocate resources**, and plan how to **achieve key goals**.
- It is the **organizational action plan**.

# Strategic Thinking

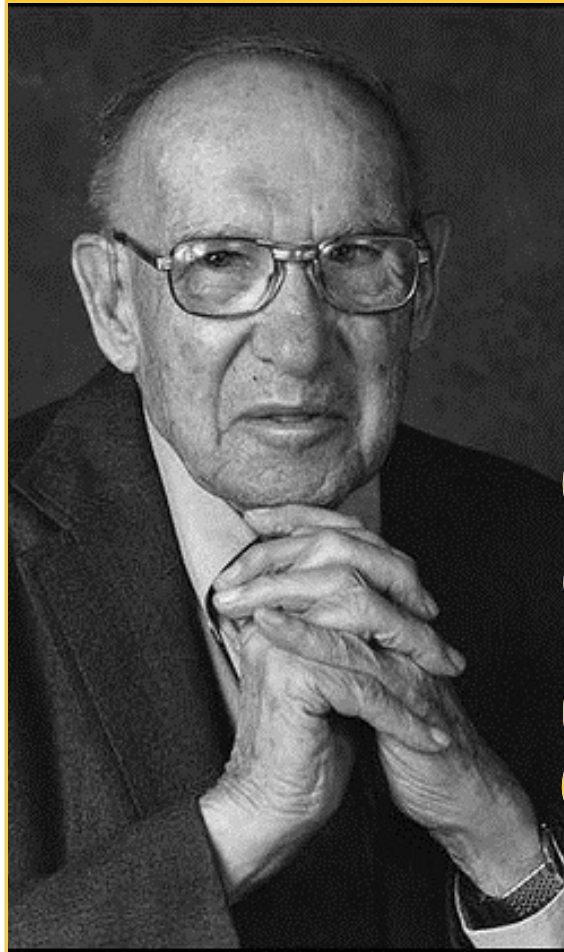
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- How you and your colleagues help create that **path to success**.
- Requires that you put the smallest decisions in the context of the organization's **broader long-term goals**.
- **To think strategically**, you will need to **keep alert to your industry, your customers, and your competitors**, and to frame your decisions based on **thinking for the future** rather than simply **reacting to the present**.

# When do you start thinking strategically?

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- You start thinking strategically by **pushing past your assumptions** about the way things work, **keep your eyes open for opportunities** to better serve your customers, and **use these insights to guide the way you make choices** in **support of your organization's overarching goals.**
- Your decisions make a difference. When you think strategically, you are putting yourself and your organization on the **smart path to success.**



# Peter Drucker

*“The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic.”*



# PROCESS

What want to achieve **in the future?**

What the institution stands for and expects of its members.

Who are we? What do we do? Who do we serve?

**What do we have to do to achieve our Mission?  
(Where we are going together)**

How do we measure success?

How do we implement the plan?

How do we document and report out progress and ensure continuance improvement?

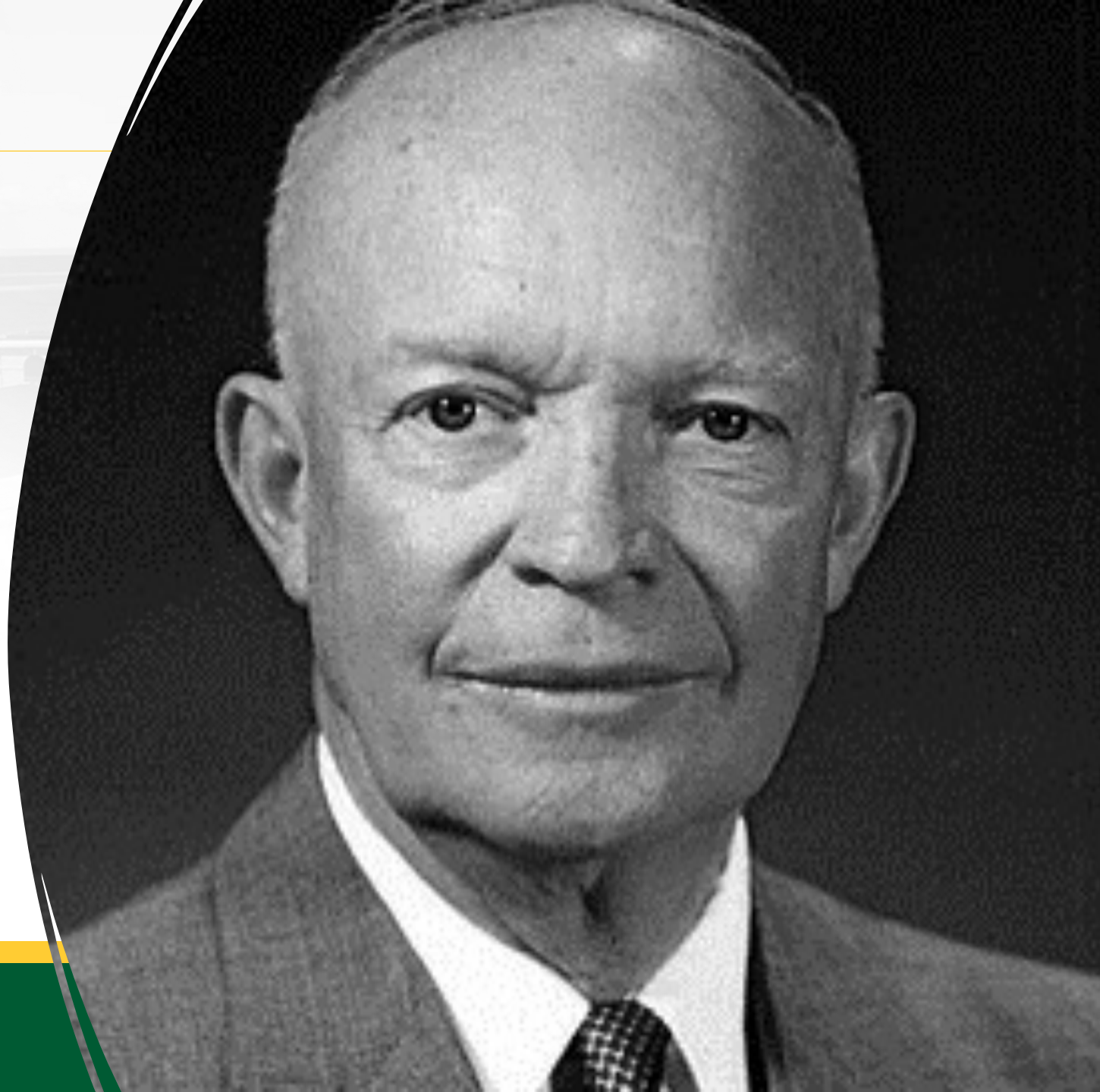
# STRATEGIC POSITIONING



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# Dwight D. Eisenhower

*“Plans are worthless, but planning  
is indispensable.”*



# OUR APPROACH

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## **Open, inclusive, and participatory process**

- Administration
- Faculty and Staff
- Students
- Alumni
- Community and Business Leaders

## **Creativity and innovation encouraged**

## **Focus on long-term health of SUNY Oswego**

## **Strategic Plan Steering Committee**

- Guide the development of the strategic plan
- Co-chairs: Mary Toale, Deputy to the President for Strategy and Planning, Scott Furlong, Provost, Liz Schmitt, Faculty Assembly Chair

## **Guiding Statements Sub-committee**

- Guide the development of University Mission, Vision, and Values

## **Strategic Plan Sub-committees**

- Guide the development of plan's strategic pillars

## **Technical Support: American Association of State Colleges and Universities (AASCU)**

- Facilitate strategic planning work and process

# TENTATIVE TIMELINE

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## Fall 2023

- Vision 4040 Unveiled
- Tomorrow: Greater Impact Annual Report Completed
- Strategic Planning Steering Committee Announced
- Strategic Planning Town Hall to Launch the Process
- Strategic Planning Sub-Committees Announced

## Spring 2024

- Strategic Planning Work Continues
- Approval of Mission, Vision, and Value Statements
- Strategic Plan Town Hall to review Draft Strategic Plan
- Strategic Plan Completed – April 2024

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# Q & A