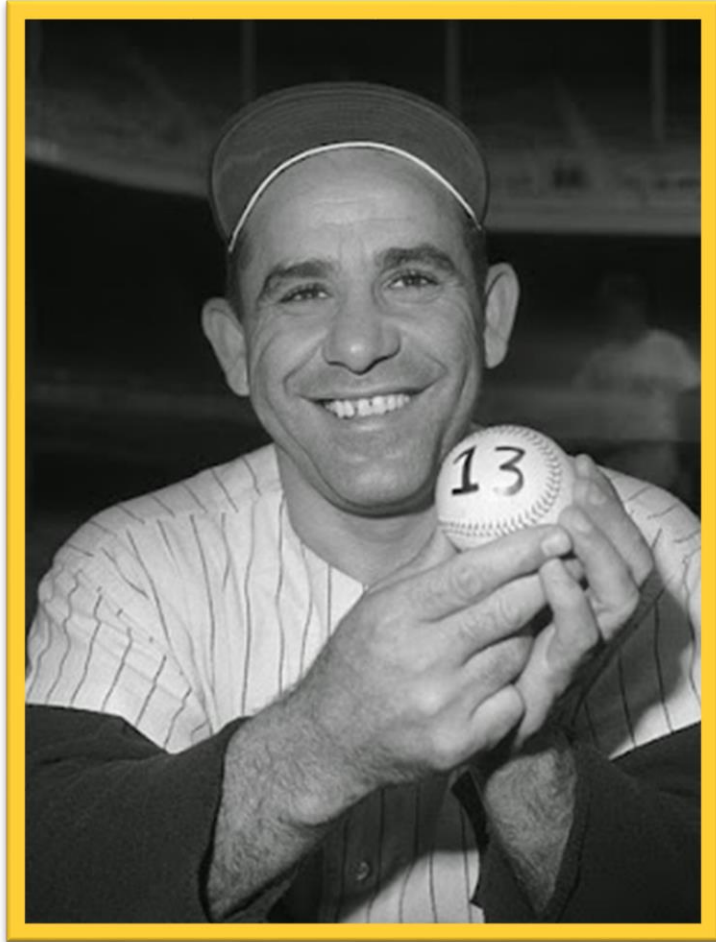

Strategic Planning Process

Faculty Assembly

October 23, 2023



Yogi Berra

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

Vision 4040

- 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.

Strategic Planning and Strategic Thinking

Source: Harvard Business Publishing Corporate Learning

Strategic Planning

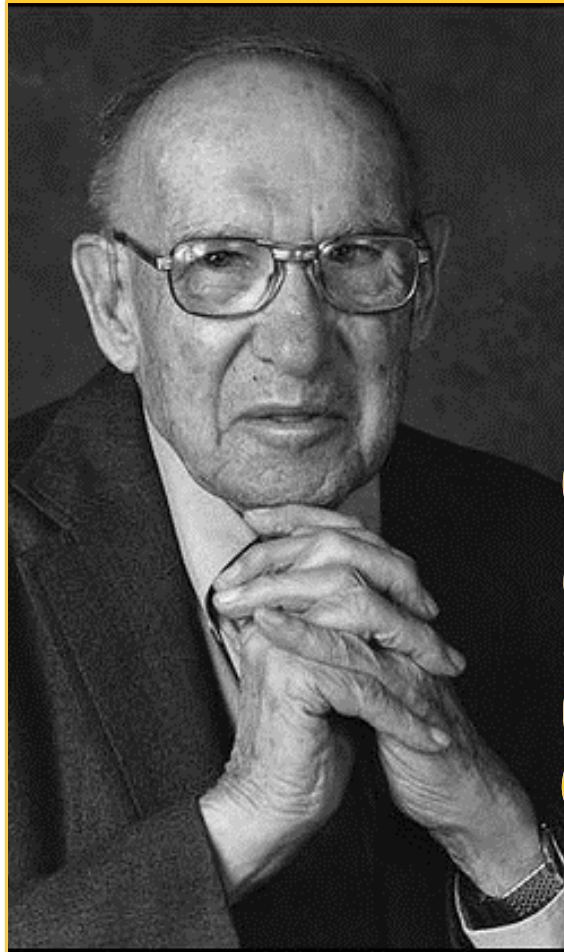
- The process by which leaders **set the direction** for the organization to **move forward**.
- Leaders decide on a path to success that guides how people **set priorities, allocate resources**, and plan how to **achieve key goals**.
- It is the **organizational action plan**.

Strategic Thinking

- 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?

- 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.

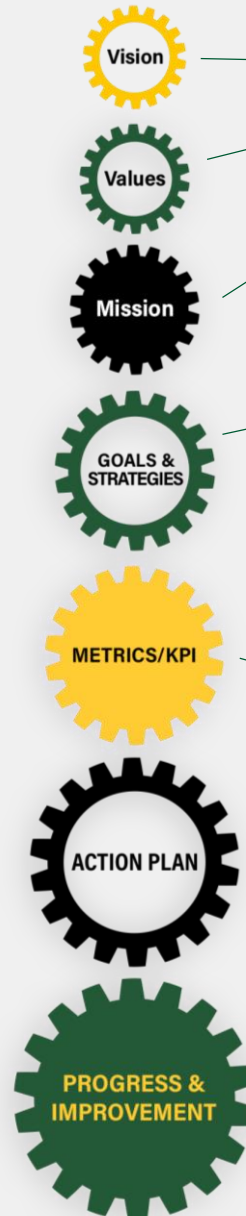
Who are we? What do we do? Who do we serve?

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

Guiding Principles

- Mission
- Consistency/Continuity
- Fiscal Conservatism
- Strategic Preparedness

What we are doing together

Strategic Plan (Tomorrow: Greater Impact and Success)

- Student Success
- Academic and Creative Excellence
- Inclusive Community
- Sustainable Institution
- Partnerships

Where we are going together

Metrics & KPIs

- Key Metrics and Results

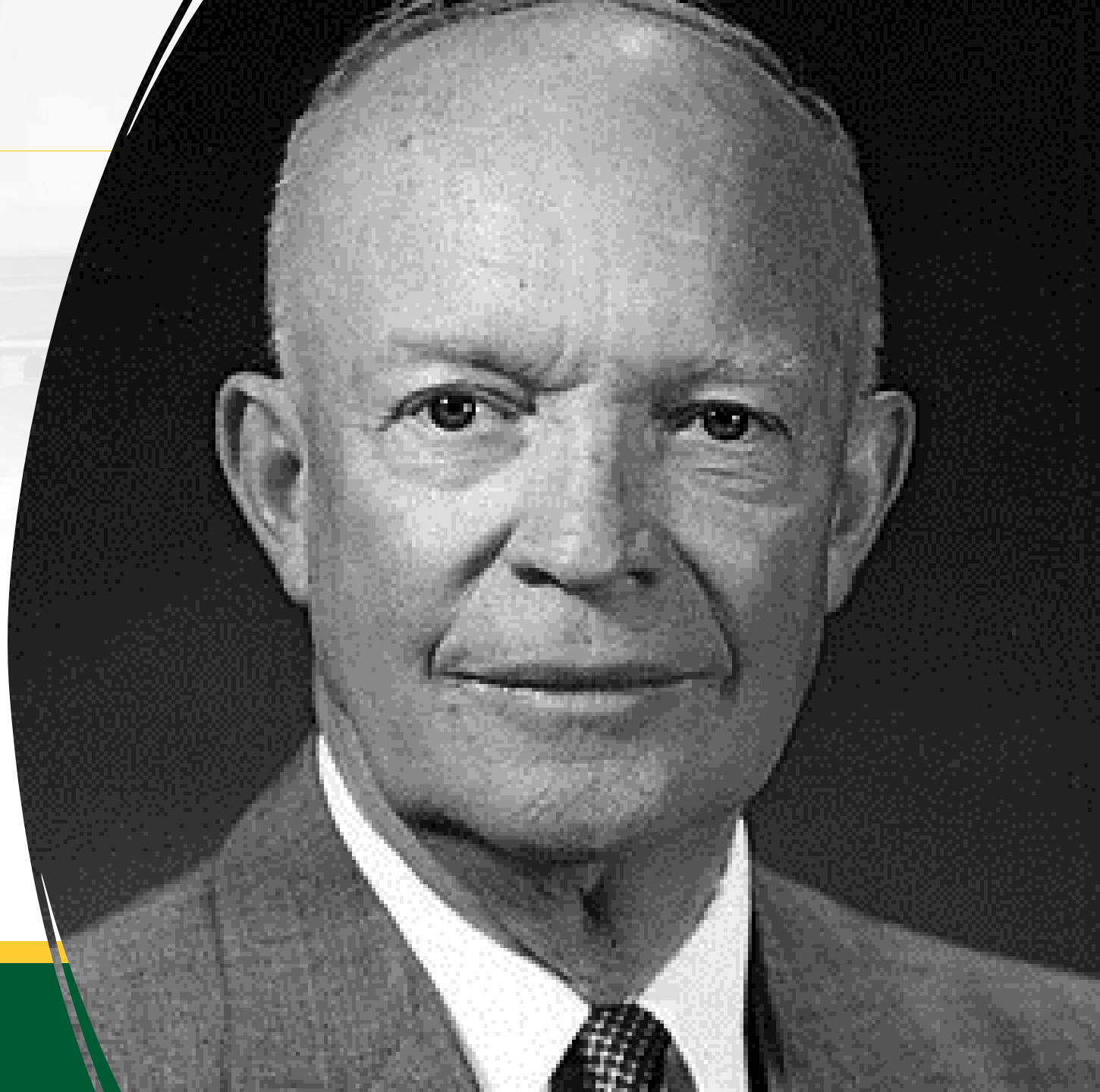
Where we want to be together in 5 years

How we align talent, energy and resources to execute plan successfully

Periodic scorecard and continued improvement

Dwight D. Eisenhower

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



Our Approach

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

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

Q & A