

Strategic Planning Report
Simpson University
August, 2018

This report appears brief, but it documents the fact that during June through July, the strategic planning document for Simpson University was reviewed and updated for 2018. This review and editing process included approximately 20 editions of revisions. The document was reviewed by faculty (multiple times) and by the president's cabinet (multiple times), and select staff members.

In addition to revising the document, the leadership team also initiated an "Operational Framework" or action plan whereby each goal could be identified in a chart form including other specifics such as (1) Action (means to accomplish goal); (2) Metrics (ownable, achievable, measurable evaluation criteria for the action); (3) Resources (physical, human, financial, and other needed resources to accomplish the action); (4) Team Assignment (key people to develop action and implement action); (5) Time Frame (when initiated and/or when completed); and (6) Outcome of Action Taken (reporting and/or additional definitional work needed to insure accuracy).

The goal with the Operational Framework is to follow a Carver Model (leadership establishes ends; staff produce means to accomplish the end goal). The initial framework was established by leadership in order for the various teams (by specific goal) to refine and develop for implementation.

The formal Strategic Planning Group for 2018 includes: the President, the Interim Provost, the Dean of Students, the Chief Operating Officer, the Chief Financial Officer, the Senior Presidential Advisor, the Athletic Director, and the Director of Admissions & Marketing, and the Director of Institutional Research and Assessment. These individuals have individually and/or collectively participated in the development of this plan.

Once completed in early August, the documents have been distributed throughout the academic community and additional solicitation of help (volunteerism) has been made to engage a broader involvement in accomplishing the plan. In addition to the electronic distribution of the strategic plan and the operational framework, a graphic representation of the plan was created for the institutional website and public interest. Print copies of the plan and framework has also been produced for key leaders to use in monitoring the progress of the institution.

The goal is for all of the various sub groups to have initial meetings in September and early October in order to report back before the October board meeting regarding any necessary adjustments that are seen by the teams.

Respectfully submitted,

Patrick Blewett
Interim Provost