

Welcome to the Strategic Plan Town Hall Meeting

November 11, 2014

9:00 a.m. – 9:05 a.m.

Welcome

Michael Wright, Chief of Staff, Office of the President and Vice President, Marketing and Communications

9:05 a.m. – 9:15 a.m.

Overview of the Strategic Planning Process

Dr. Akosua Barthwell Evans, CEO, The Barthwell Group

9:15 a.m. – 9:35 a.m.

Overview of the Strategic Plan: Values and Themes

President M. Roy Wilson

9:35 a.m. – 9:55 a.m.

Overview of Strategic Plan Goals and Objectives

Margaret E. Winters, Provost and Senior Vice President for Academic Affairs

9:55 a.m. – 10:20 a.m.

Q&A/Input

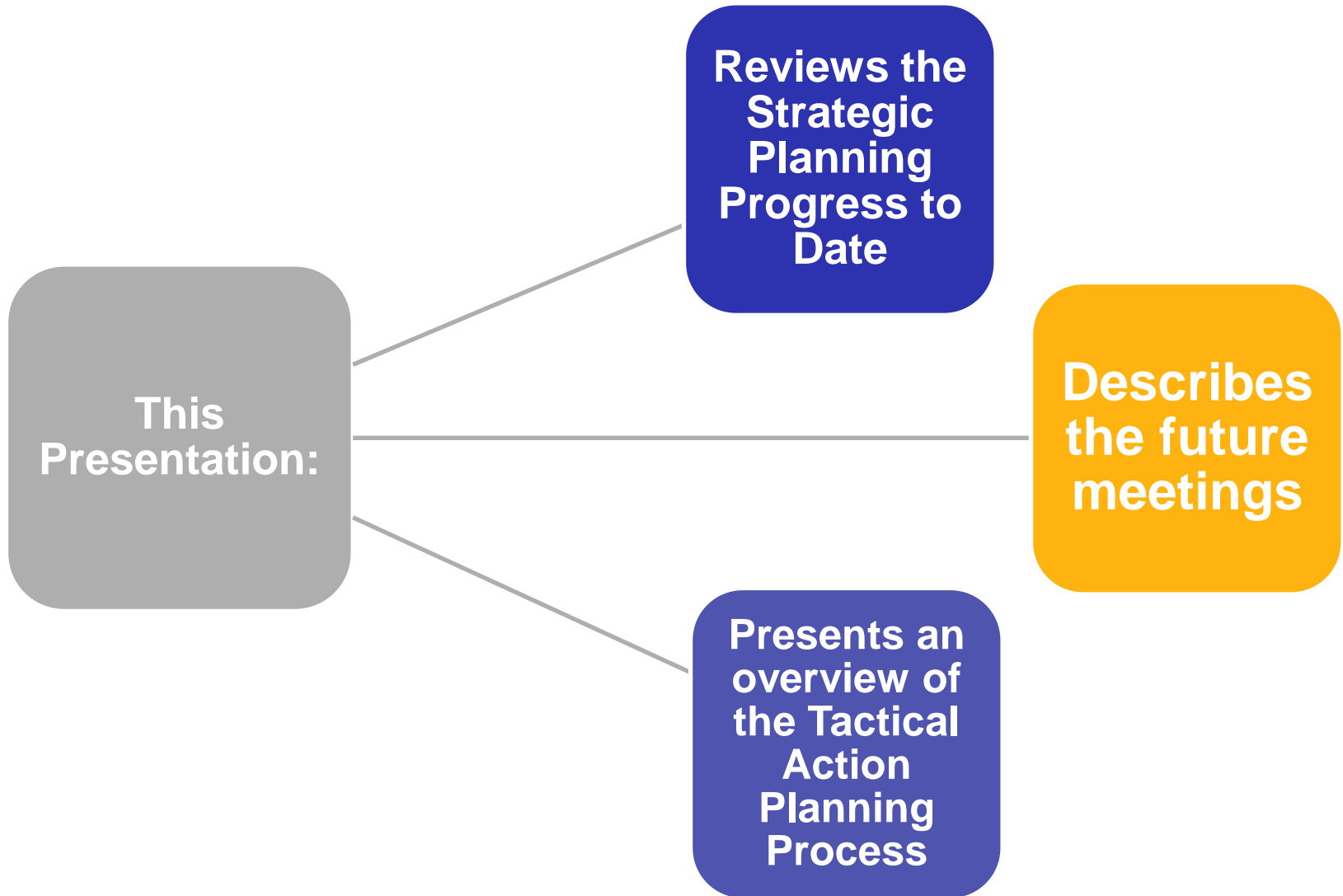
10:20 a.m. – 10:30 a.m.

Closing Remarks

Rick Nork, CFO and Vice President, Finance and Business Operations

**Dr. Akosua Barthwell Evans, CEO,
The Barthwell Group**

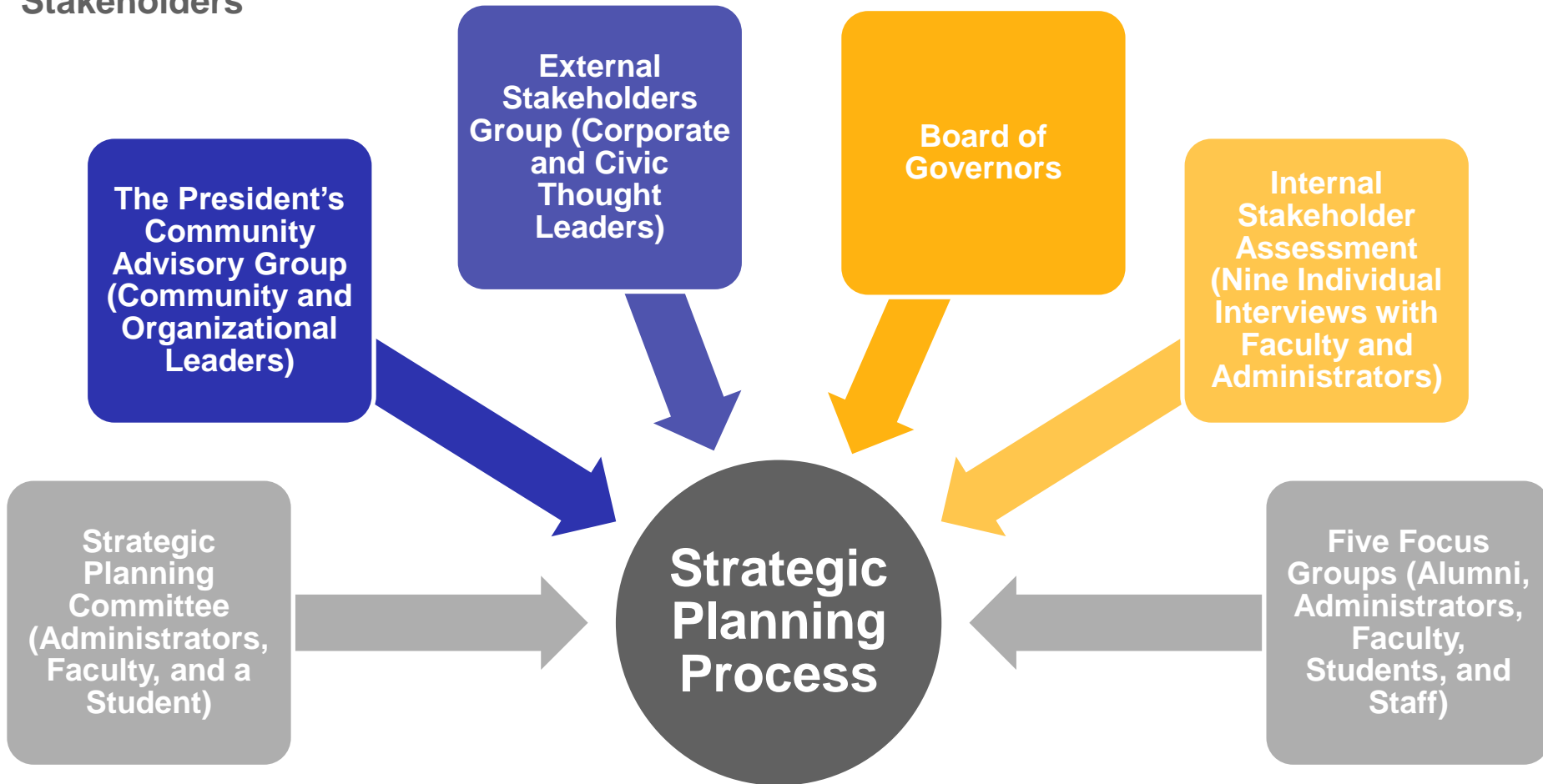
Overview



Update on the Strategic Planning Process

Strategic Planning Process – Overview

Our engaged Strategic Planning Process has involved dozens of internal and external Stakeholders



We have listened to the opinions of a variety of University and community stakeholders which have helped to shape our Strategic Plan

Strategic Planning Process – Timeline

June

- 6/10 Launch of the Strategic Planning Process: Special Presentation on the Future of Higher Education
- 6/10 First Strategic Planning Committee Meeting
- 6/19 First Meeting of the Focus Groups
- 6/26 Meeting with the President's Community Advisory Group

July

- 7/21 External Stakeholders Meeting
- 7/29 Second Strategic Planning Committee Meeting

August

- 8/5 Second Focus Group Meeting
- 8/20 Third Strategic Planning Committee Meeting

September

- 9/4 Fourth Strategic Planning Committee Meeting
- 9/11 Third Focus Group Meeting
- 9/23 Fifth Strategic Planning Committee Meeting
- 9/26 Meeting with the Co-Chairs

Strategic Planning Process – Timeline (continued)

October

- 10/2-10/20 Interim Focus Group Meetings
- 10/14 Sixth Strategic Planning Committee Meeting
- 10/21 Meeting with the Co-Chairs
- 10/31 Meeting with President Wilson

November

- 11/6 Meeting with the President's Cabinet
- 11/11 Town Hall Meeting
- 11/11 Meeting with the Council of the Deans
- 11/19-11/20 Operational Unit Leader Meetings

December

- 12/2-12/5 Begin Academic Unit Leader Meetings
- 12/3 Final Strategic Planning Committee Meeting

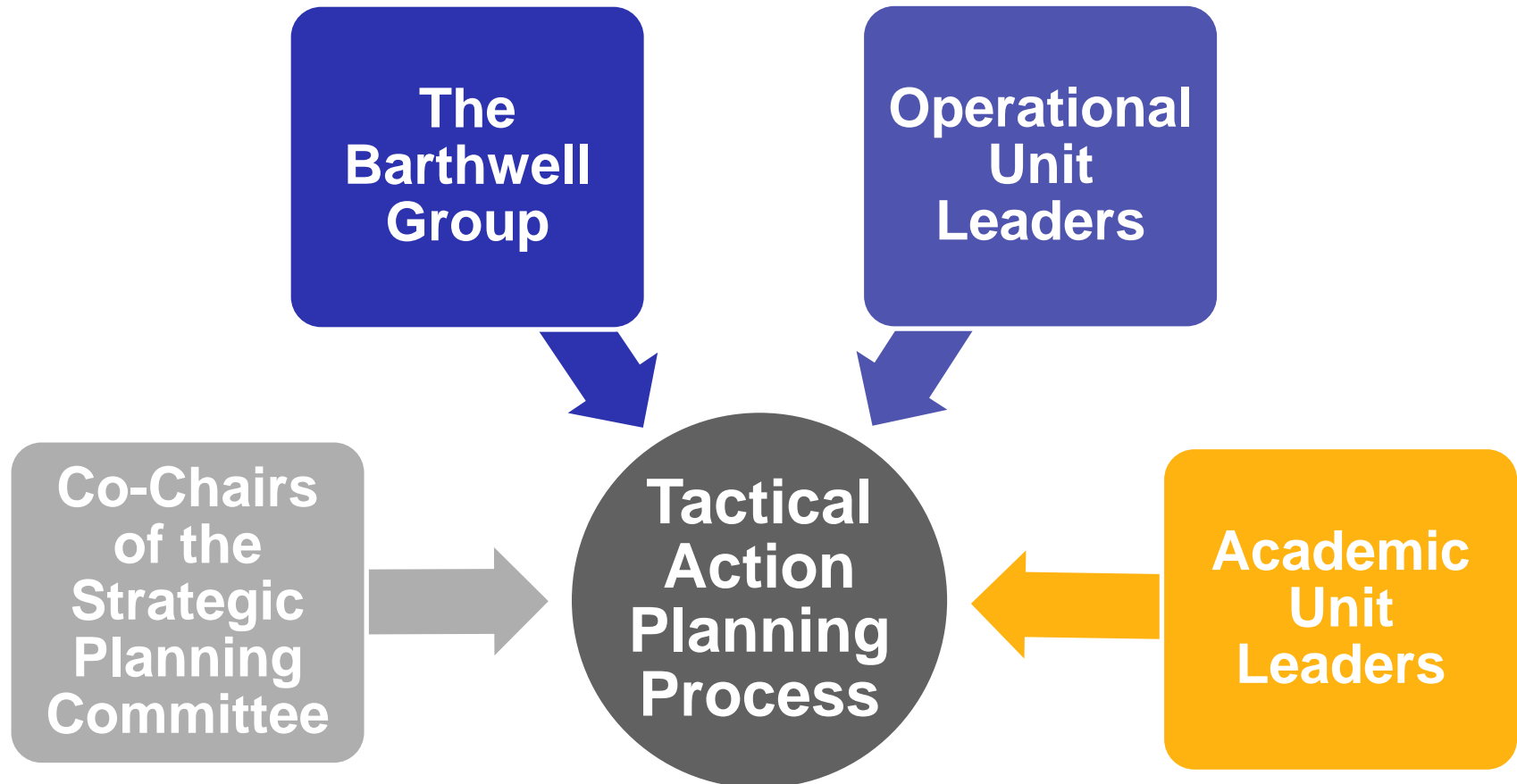
January

- Complete Academic and Operational Unit Leader Meetings as Necessary
- Meeting with the Co-Chairs To Review the Unit-Level Tactical Action Planning Process

Overview of Tactical Action Planning Process

Tactical Action Planning Process – Design

The Tactical Action Planning Process is designed to enable operational and academic units to develop strategic goals, objectives, and implementation plans which are aligned with the University's Strategic Plan



We are striving to ensure an engaging, well-coordinated process to ensure implementation of the University's Strategic Plan

Tactical Action Planning Process – Methodology

Co-Chairs and The Barthwell Group complete a draft of the Strategic Plan

Operational* and academic** unit leaders are designated for tactical action planning meetings with The Barthwell Group

President's Cabinet and the Council of Deans review the Tactical Action Planning Process

Operational and academic unit leaders review and align unit-level strategic goals, objectives, and metrics with the University's strategic goals, objectives, and metrics

*To be designated by Rick Nork

**To be designated by Margaret E. Winters and the Council of Deans

Tactical Action Planning Process – Methodology (continued)

Operational and academic unit leaders draft their Tactical Action Plans

Final review of the Tactical Action Plans by the Co-Chairs and The Barthwell Group to ensure alignment with the University's Strategic Plan

The Barthwell Group meets twice with the unit leaders to review their Tactical Action Plans

Tactical Action Plan Template

Every participant will receive detailed instructions and a Tactical Action Planning Template

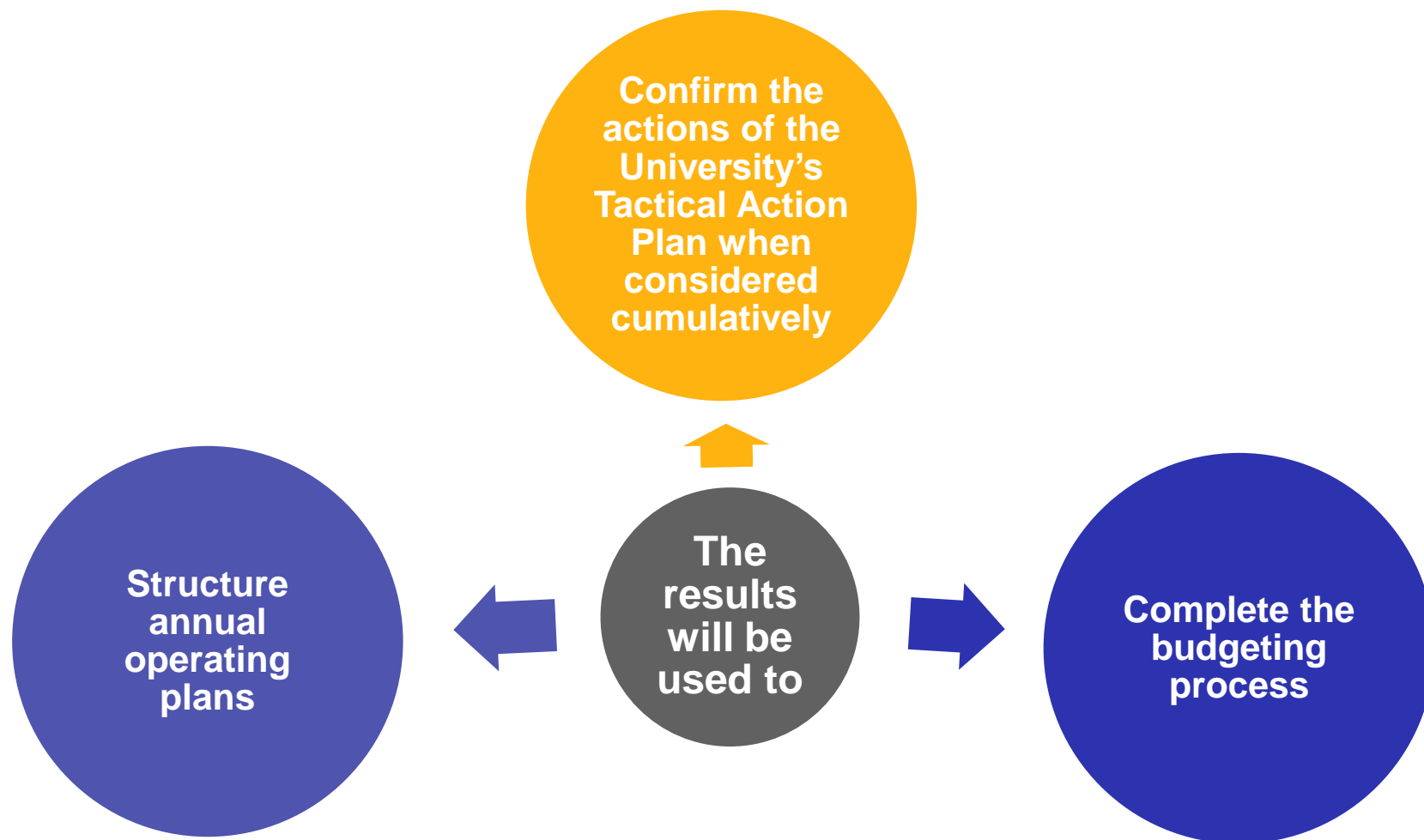
[Strategic Focus Area]

[Goal]

[Objective]

Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact (difference between existing and needed resources)
Equipment / Technology Needed (new)	Personnel Needed (full time equivalent)	Space Needed (additional)	Comments
Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact
Equipment / Technology Needed	Personnel Needed	Space Needed	Comments
Action			
Completion Date	Quantifiable Metric	Responsible Party	Financial Impact
Equipment / Technology Needed	Personnel Needed	Space Needed	Comments

Tactical Action Planning Process – Next Steps



President M. Roy Wilson

Wayne State University's Vision and Mission

Vision

Wayne State University will be recognized nationally and globally as a preeminent, public, urban, research university known for academic and research excellence, success across a diverse student body, and successful engagement in its urban community.

Mission

Wayne State's mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact the local and global communities.

Strategic Plan Themes:

1. Student success
2. Teaching excellence
3. Research
4. Entrepreneurship
5. Community engagement
6. Financial sustainability

WSU Values:

- Excellence
- Collaboration
- Innovation
- Diversity and inclusion
- Integrity

**Margaret E. Winters, Provost &
Senior Vice President for Academic Affairs**

Students are our top priority, and we provide them with the tools and experiences that they need to succeed. Academic excellence, innovative pedagogies, collaborative and interdisciplinary research, career preparation, global experiences, and deep engagement in cultural diversity within a dynamic, urban environment all create a “Distinctively Wayne State” student experience within the context of (1) our connection with the City of Detroit; (2) our commitment to diversity and inclusive excellence; (3) translation of research excellence into the student experience; (4) a commitment to address urban challenges; and (5) innovation and entrepreneurial perspectives.

Goals

- *Cultivate a culture of student success*
- *Create clear academic pathways that support progressive student success*
- *Increase retention, progress to degree and graduation rates for all students*

We will use both proven and thoughtfully innovative evidence-based, high impact practices and culturally responsive and reflective pedagogies to increase levels of student engagement and learning outcomes, as well as to promote greater academic performance and achievement.

Goals

- *Enhance a culture that values teaching excellence*
- *Identify and encourage the adoption of best teaching practices and the improved delivery of learning outcomes campus-wide through the use of data*
- *Improve the quality of faculty-student relationships, within the classroom and beyond*
- *Improve graduate student training and mentoring*

During the next five years, we are committed to ensuring that Wayne State University becomes a world leader in discovery and knowledge application. We will increase strategic integrative research and nurture the broad ecosystem for scholarly inquiry, discovery, creativity, and knowledge application by leveraging our academic strengths, community engagement mission, and urban location. We believe that the research ecosystem is a key driver for economic growth and the revitalization of Detroit and addresses real world challenges in a rapidly evolving urban environment. We further believe that engaging students at all levels enhances our research mission as well as their engagement in the University and preparation for careers.

Goals

- *Nurture and expand the research and discovery mission*
- *Develop the infrastructure and processes necessary to support research, knowledge application, and broad programmatic initiatives*
- *Enhance our “Distinctively Wayne State” pipeline of student researchers*
- *Communicate and expand awareness of excellence in research, discovery, and knowledge application*

We commit to enabling our University to become a bustling hub of innovation, where new ideas are constantly developed into new ventures, where students and faculty collaborate through TechTown to mentor community entrepreneurs, and where industry leaders and start-up CEOs seek innovative resources. Our lively exchange of new ideas and our innovative collaborations both on and off campus will enable the translation of research and development into entrepreneurship which will permeate our campus culture and increase the growth and vitality of the University, Detroit, and the region.

Goals

- *Create a thriving culture where new ideas and new ventures are consistently developed and rewarded*
- *Simplify/coordinate/enhance the process of innovation and entrepreneurship*

We encourage every faculty member, administrator, and student to participate in mutually-beneficial relationships with our community. We believe that experiential learning and community service are vital to our academic mission.

Goals

- *Continue to enhance our leadership in the economic revitalization of Detroit*
- *Develop innovative mutually-beneficial community-based service learning experiences*

We commit to growing revenue and increasing the efficiency and effectiveness of business processes in order to provide adequate resources to support the University's mission while maintaining a value-based tuition structure.

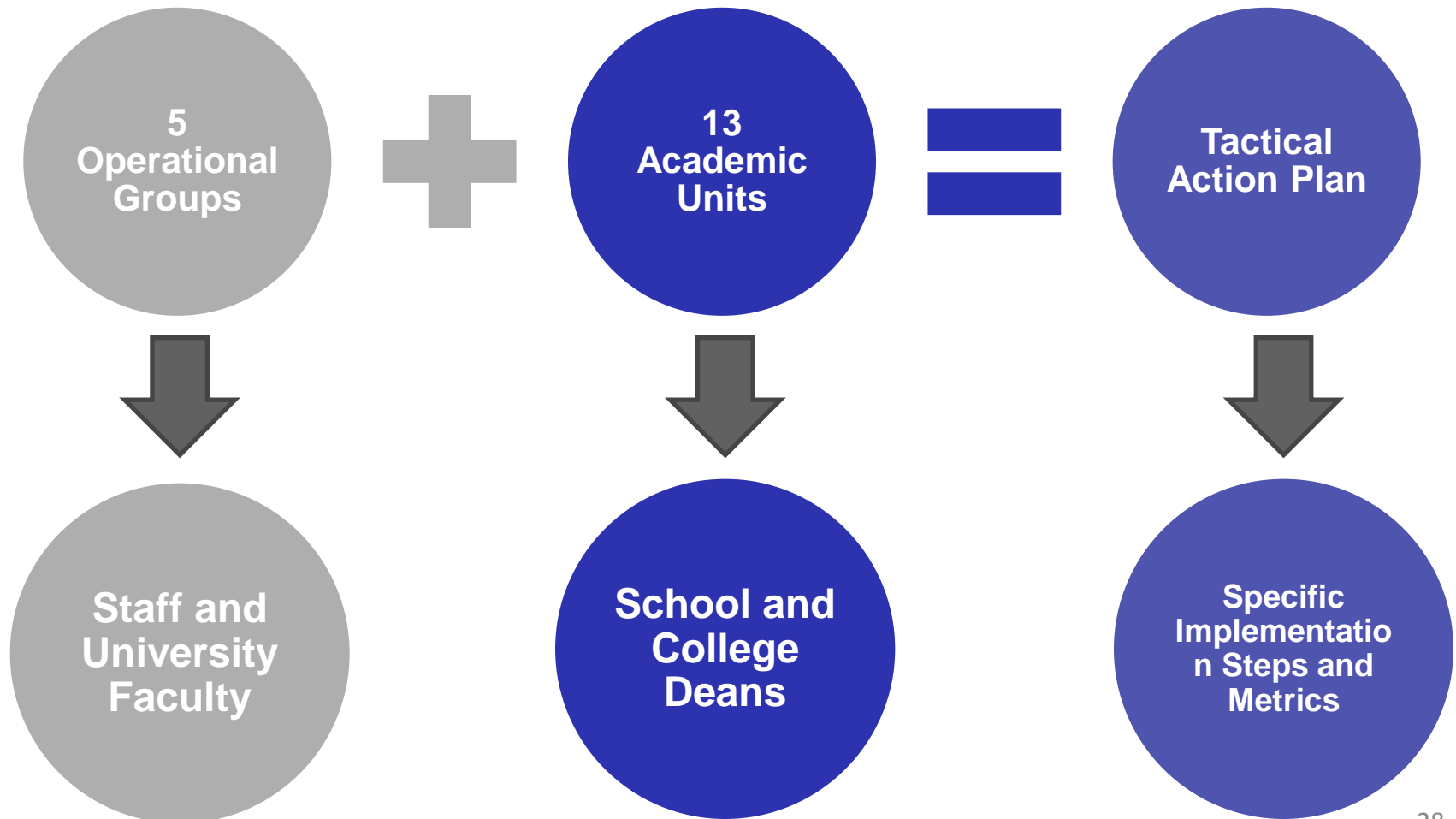
Goals

- *Increase enrollment*
- *Develop a culture of philanthropy throughout the University community*
- *Grow research-based revenue to increase Indirect Cost Recovery (“ICR”)*
- *Diversify and enhance sources of revenue*
- *Achieve operational excellence in all processes*

Q&A/Input

**Rick Nork, CFO & Vice President,
Finance & Business Operations**

The main goal of the Tactical Action Planning Process for each unit is to ensure that unit goals and objectives are aligned with the University's strategic goals and objectives to create annual Tactical Action Plans for each unit.



Overview of the Budgeting Process



Determine the resources required to implement the strategic plan

Evaluate opportunities to redeploy existing resources toward implementation of strategic goals

Prioritize and identify new funding sources as part of FY16 Budget Process