

AGENDA



HIGHER LEARNING COMMISSION

ADVANCING STRATEGY WORKSHOP | MARCH 6-8, 2019 | ALBUQUERQUE

A collaborative strategic planning process can create systematic and continuous quality improvement. This team workshop brings together cross-functional groups of administrators to learn process and tools for effective strategic planning in higher education. Teams will leave with a project charter to develop a strategic plan that will improve their institution's performance.

Wednesday, March 6

1:00–2:00 p.m.	Registration
2:00–2:15 p.m.	Welcome and Event Overview The HLC staff welcomes teams to the workshop, presenting the structure and goals for the workshop.
2:15–2:45 p.m.	Why Strategic Planning? Teams have the opportunity to meet the other groups in attendance to share current challenges and discuss the value of strategic planning.
2:45–3:30 p.m.	Strategic Planning Theory and Practice Workshop leaders introduce current theory and best practices to support strategic planning within the context of higher education.
3:30–4:00 p.m.	Strategic Planning Project Charter Workshop leaders provide instructions for developing the Strategic Planning Project Charter—the action plan each team will leave with for developing their strategic plan back on their campus.
4:00–5:30 p.m.	Team Time: Setting the Stage for Planning Each team discusses the contextual and historical factors that have led to the need for a new or revised strategic plan at this time.

Thursday, March 7

8:30–9:30 a.m.	Overview of the Strategic Planning Process Workshop leaders present the key steps required for developing and implementing an effective strategic plan, as well as the series of activities and exercises teams will complete throughout the day to begin the planning process and develop their project charter.
9:30–10:15 a.m.	Team Activity: Engaging Stakeholders
10:30–11:15 a.m.	Team Activity: Situational Analysis—Internal and External Scanning
11:15–11:45 a.m.	Cross-team Conversations Teams share results of the morning's activities, discussing strategies, questions and obstacles.

11:45 a.m.–1:00 p.m.	Lunch
1:00–2:00 p.m.	Team Activity: Situational Analysis–Identifying and Questioning Assumptions
2:15–3:15 p.m.	Team Activity: Goal Setting
3:15–4:15 p.m.	Team Activity: Action Planning
4:15–4:45 p.m.	End-of-Day Debrief Teams share their finding from the day’s activities and event leaders answer any questions.

Friday, March 8

8:30–9:00 a.m.	Operational Planning Teams must now consider how existing operational plans such as budget development, technology master plans, facilities master plans, curriculum development, and assessment programs fit into the strategic plan.
9:00–10:30 a.m.	Team Time: Operational Planning
10:45–11:30 a.m.	Action Steps and Communication Plan Team will develop an intentional plan to communicate and implement the project charter.
11:30 a.m.–noon	Workshop Wrap-up