

# Strategic Planning Faculty Presentation

February, 2014



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## Background

- Review of the 2006 strategic plan and process
- Administrative assessment of issues
- Research of strategic planning methods
- Best practices
  - ✓ Shared vision to guide planning
  - ✓ Steering Committee representing multiple constituencies
  - ✓ Clear timeline for completion
  - ✓ Broadly inclusive study process
  - ✓ Discipline to select a manageable number of clear goals
  - ✓ Built in accountability and measurement
- Board of Trustees Retreat and Meeting
- Staff and Faculty Meetings



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## Vision: Hope College 2025

Hope College will gain national and international stature as both a premier liberal arts college and a leader in Christ-centered higher education.



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### Ten Study Areas

1. Academic Distinctiveness
2. Alumni Engagement
3. Campus Community
4. Campus Infrastructure and Resources
5. Christian Formation
6. Co-Curricular Experience
7. Competitive Positioning and Reputation
8. Enrollment and Student Profile
9. Global Hope
10. Talent Recruitment and Retention




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### Strategic Planning Steering Committee

- Facilitate and guide the planning process
- Affirm and initiate involvement of the campus community in the planning process
- Synthesize and prioritize the information gathered through the planning process
- Serve as liaison to key constituencies
- Develop the strategic plan, including goals and objectives as informed by the campus community
- Present the strategic plan to the Board of Trustees for approval




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### Steering Committee Members

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| John Knapp, <i>Co-Chair, President</i>  | Fred Johnson, <i>Faculty: Humanities</i>           |
| Nancy DeWitt, <i>Co-Chair, Trustee</i>  | Trygve Johnson, <i>Dean of the Chapel</i>          |
| Mary Bauman, <i>Trustee</i>   | Huw Lewis, <i>Faculty: Arts</i>                    |
| Tom Bylsma, <i>CFO</i>  | Lori Mulder, <i>Director of Human Resources</i>    |
| Richard Frost, <i>VP of Student Development</i>                               | Rich Ray, <i>Provost</i>                           |
| Jason Gillmore, <i>Faculty: Natural and Applied Sciences</i>                  | Santiago Rios, <i>Student Representative</i>       |
| Alfredo Gonzales, <i>Dean for International &amp; Multicultural Education</i> | John Ruiter, <i>Director of Development</i>        |
| Dan Gordon, <i>Trustee</i>  | Daria Solomon, <i>Student Representative</i>       |
| Mike Jipping, <i>Faculty Moderator</i>  | Sonja Trent-Brown, <i>Faculty: Social Sciences</i> |
|   | Bill Vanderbilt, <i>VP of Admissions</i>           |
|   | TBD, <i>VP of Public Affairs &amp; Marketing</i>   |




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## Study Groups

- Charge
  - Assess current and future situation around strategic area of study
  - Make recommendations to Steering Committee for strategic plan priorities
  - *Study groups are not expected to be the sole source for information*
- Organization
  - Strategic study areas
  - Approximately ten members
  - All groups will have faculty and staff representatives and other stakeholders based on study area
- Process
  - SWOT analysis utilizing existing and new sources of data
  - Provide opportunities for broader input through surveys, meetings, focus groups, etc.
  - Organize and prioritize information and provide recommendations for steering committee – goals, objectives, and strategies
  - Work primarily from March to June




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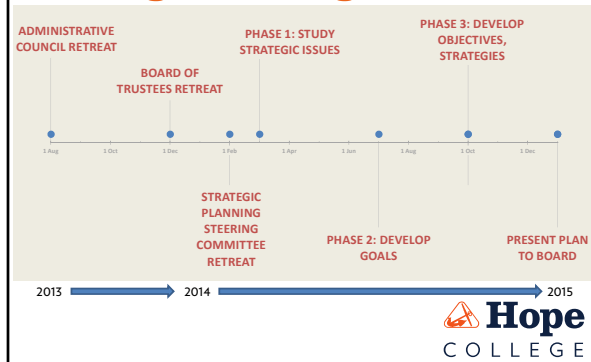
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## Strategic Planning Timeline




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## Opportunities to Participate

- Study groups
  - Volunteer to serve on a study group
  - Share your recommendations for study group members
  - Share topics or issues you believe study groups should consider
- Share input on study areas
  - Provide feedback on any area through open opportunities
  - Offer data and best practices to consider
  - Attend a regularly scheduled "drop-in" session to discuss specific topic
- Share feedback on goals, objectives, etc. as developed
- Ongoing prayers for people and process




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## Where To Find Information

- [www.hope.edu/president/strategic](http://www.hope.edu/president/strategic)
  - Online surveys
  - Meeting schedules
  - Steering Committee & Study Group Members
  - Blog
- Steering Committee Members
- Mary Remenschneider, Director of Strategic Initiatives
  - 616-395-7252
  - remenschneider@hope.edu



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## Questions?



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## Small Group Discussions

- Purpose:
  - Identify questions and issues for the study groups
- Process:
  - Each small group will generate questions and issues for the study groups to consider as they gather and analyze information
  - There will be two rounds of small group discussions
  - Questions and issues will be recorded on the flipcharts
  - The second group will build on questions and issues started by the first group
- Roles
  - Facilitator
  - Note taker
- Feedback at the end
  - Post pages around the room
  - Sticky dots to prioritize
  - Post it notes for additional questions



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