



Pre-Seminar

Video #1

Welcome and Event Overview

The HLC staff welcomes teams to the workshop, presenting the structure and goals for the workshop. An HLC Vice President for Accreditation Relations provides an overview of accreditation criteria and challenges institutions have meeting them as context for the remaining of the workshop.

Video #2

Planning: Theory and Practice

Workshop leaders set the stage for the seminar in this introductory session. Current theory and best practices to support strategic planning within the context of higher education will be presented.

Day 1 – Morning Session

9:30 – 9:45 a.m.

Getting Started

Organizers welcome attendees to the live seminar session.

9:45 – 10:00 a.m.

Team Introductions

Teams have the opportunity to meet the other groups in attendance to share current challenges and discuss the value of strategic planning.

10:00 – 10:30 a.m.

Pitfalls to Planning

Event leaders present the findings from a recent SCUP planning survey and lead a discussion around why planning does not always live up to its potential.

10:30 – 10:40 a.m.

Stretch Break

10:40 – 11:00 a.m.

Introduction to the 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.

11:00 a.m. – noon

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.

DAY 1 – Afternoon Session

1:30 – 1:45 p.m.

Engaging Stakeholders

Workshop leaders will provide guidance and direction for team discussion of stakeholder engagement.

1:45 – 2:15 p.m.	<p>Situational Analysis</p> <p>Workshop leaders begin by revisiting a familiar tool – the SWOT analysis – highlighting its value in the strategic planning process.</p>
2:15 – 2:45 p.m.	<p>Identifying and Questioning Assumptions</p> <p>Teams consider the principles of the SWOT analysis in a conversation where they test their own assumptions about their operating environments.</p>
2:45 – 2:55 p.m.	<p>Stretch Break</p>
2:55 – 3:30 p.m.	<p>Team Time – Reflecting on Day One</p> <p>Teams discuss implementing the strategies presented from day one and and being work on their project charter.</p>
DAY 2 – Morning Session	
9:30 – 10:00 a.m.	<p>Goal Setting & Action Planning</p> <p>Workshop leaders explore the difference between a goal and activity as teams consider what actions they need to make their goals a reality.</p>
10:00 – 10:45 a.m.	<p>Team Time – Charter Development</p> <p>Teams have time to work on project charter and developing a short presentation to share with fellow seminar participants about their next steps for feedback and suggestions.</p>
10:45 – 10:55 a.m.	<p>Stretch Break</p>
10:55 – 11:30 a.m.	<p>Aligning Operational Planning with Strategy</p> <p>Teams must now consider how existing operational plans such as institutional communication, budget development, technology master plans, facilities master plans, curriculum development, and assessment programs fit into the strategic planning process.</p>
11:30 a.m. – noon	<p>Team Presentations Workshop Wrap-up</p>