

Core Component D: All levels of planning align with the organization's mission, thereby enhancing its capacity to fill that mission.

Key Component 1

The Strategic Planning and Resource Council process allowed for a collaborative review of the institutional mission, and has subsequently created a strategic planning process which has linked back to that mission.

Strengths:

- Inclusive process, redesigned with input from community
- Strategic goals show relationship among educational quality, student learning and the world
- Structure designed to have units design goals within the context of larger university goals
- Annualized planning process- allowing for multiple year goals
- Planning process links with budgeting (source of evidence?)

Opportunities:

- Information not clearly communicated, not linked to other planning processes
- Annualized planning process- still a work in progress

Sources of Evidence:

- SPARC mission/strategic goals information (<http://www.ferris.edu/htmls/administration/president/strategic/>)
- Annual planning process description (<http://www.ferris.edu/htmls/administration/president/unit-planning/ULP2009-10-documents.htm>)
- University dashboard indicators- does this tie in?

Key Component 2

The University Advancement division, in anticipation of a capital campaign, has put together processes and research to make sure that a campaign aligns with the goals of the university, including greater integration with Academic Affairs.

Strengths:

- Embedded development officers within the colleges
- Increasing scale and effectiveness of Ferris Foundation and FSU Alumni Association
- Development of consistent brand and messaging campaign
- Focusing of capital campaign to meet needs of students

Opportunities:

- Embedded development officers in additional departments beyond the academic college
- Align institutional philanthropic priorities within the strategic planning process

Sources of Evidence:

- Capital campaign feasibility study
- Alumni Office giving reports
- Unit Action Plans from University Advancement (2004-09)
- Pace and Partners brand study

Key Component 3

Academic planning includes innovative and ongoing projects for improving process. This allows Ferris to more successfully complete their mission to prepare students for successful careers, responsible citizenship and lifelong learning.

Strengths:

- Increased coordination between Admissions/programs for recruitment
- Increased aids to students for scheduling through advising/counseling
- Well defined, faculty inclusive process for the approval, change and dissolution of curricula and system for meeting changes
- Developing a plan for online learning

Opportunities:

- Faculty planning tied to contract negotiations rather than strategic priorities. Need to better define the role of adjuncts.
- Very college oriented, not really tied to overall university priorities
- Continued follow through on previous plans

Sources of Evidence:

- Banner system/implementation plan for block schedule
- APRC reports- recommendations re: advisory boards, global contexts and viability
- APRC report back method
- Academic Plan, approved in October 2008
- Program check sheets
- Admissions plan for embedded recruiters in colleges
- TractDat plans for program mission statements and goals
- Minutes; charges of committees relating to e-learning

Key Component 4

Institutional Research and Testing Services provides resources to the campus community which are available for planning purposes. These resources aid in the planning process.

Strengths:

- Widely available data sets used in a variety of planning

- Availability to create new data sets in conjunction with offices across division

Opportunities:

- Staffing remains static with increasing demands on their time
- Material on web but not well publicized
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Sources of Evidence:

- Productivity Cost data sets
- Fact Book (variety of indicators published yearly)
- Retention and Graduation Reports
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