



The Strategic Planning Process

Ed Acevedo

**Associate Dean of Graduate Studies
and Strategic Initiatives**

Developing a College of Humanities and Sciences Strategic Plan

- “Deja vu all over again”
 - The structure of a Strategic Plan in Higher Education is relatively generic
 - Teaching, Research/Scholarship, Community Engagement
- How is our strategic plan unique and authentic?



Developing a College of Humanities and Sciences Strategic Plan

- “Deja vu all over again”
 - The structure of a Strategic Plan in Higher Education is relatively generic
 - Teaching, Research/Scholarship, Community Engagement
- How is our strategic plan unique and authentic?
- Provides direction as we move into new frontiers
- Planning is inclusive “in process” and the plan is inclusive “in purpose”

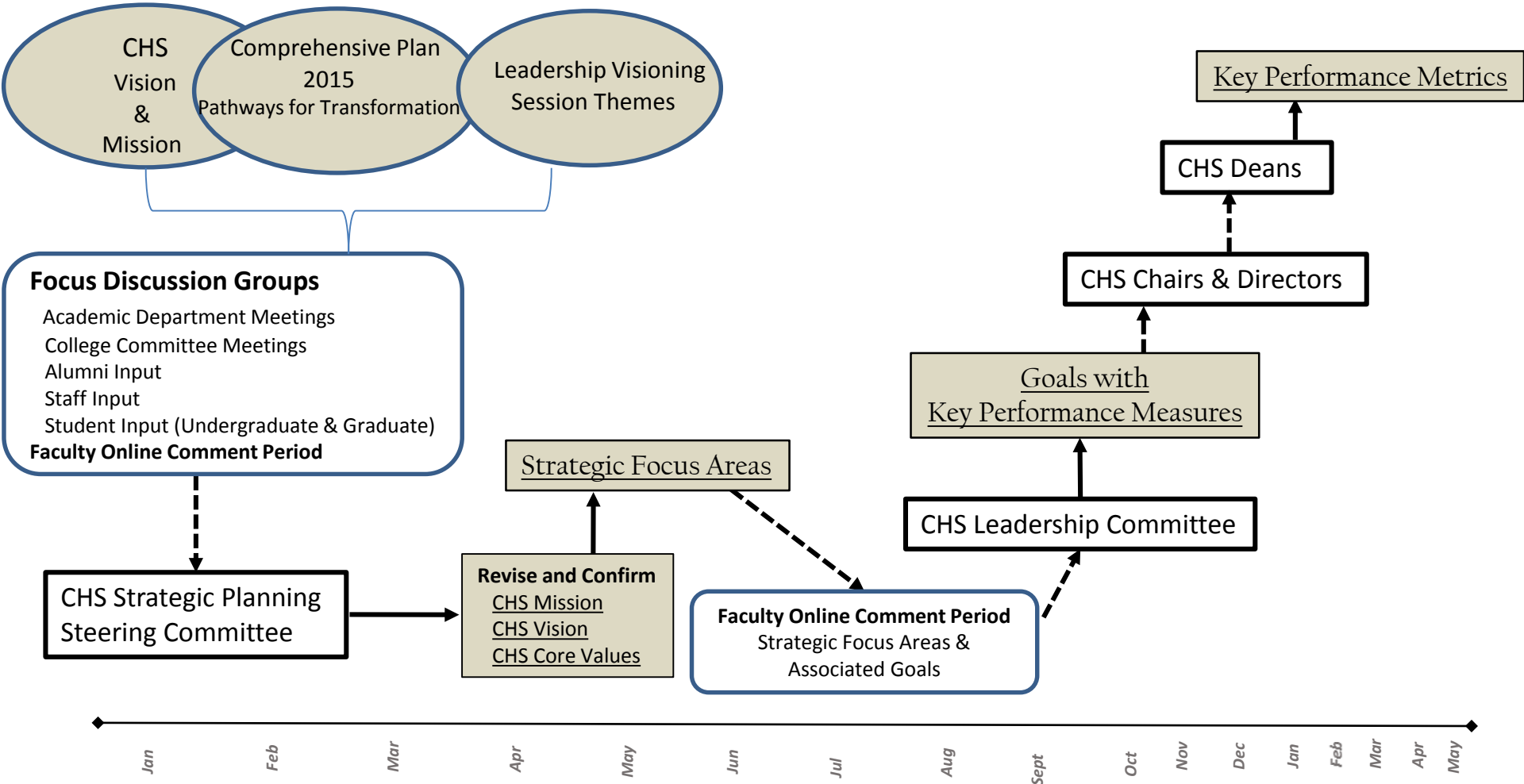


Developing a College of Humanities and Sciences Strategic Plan

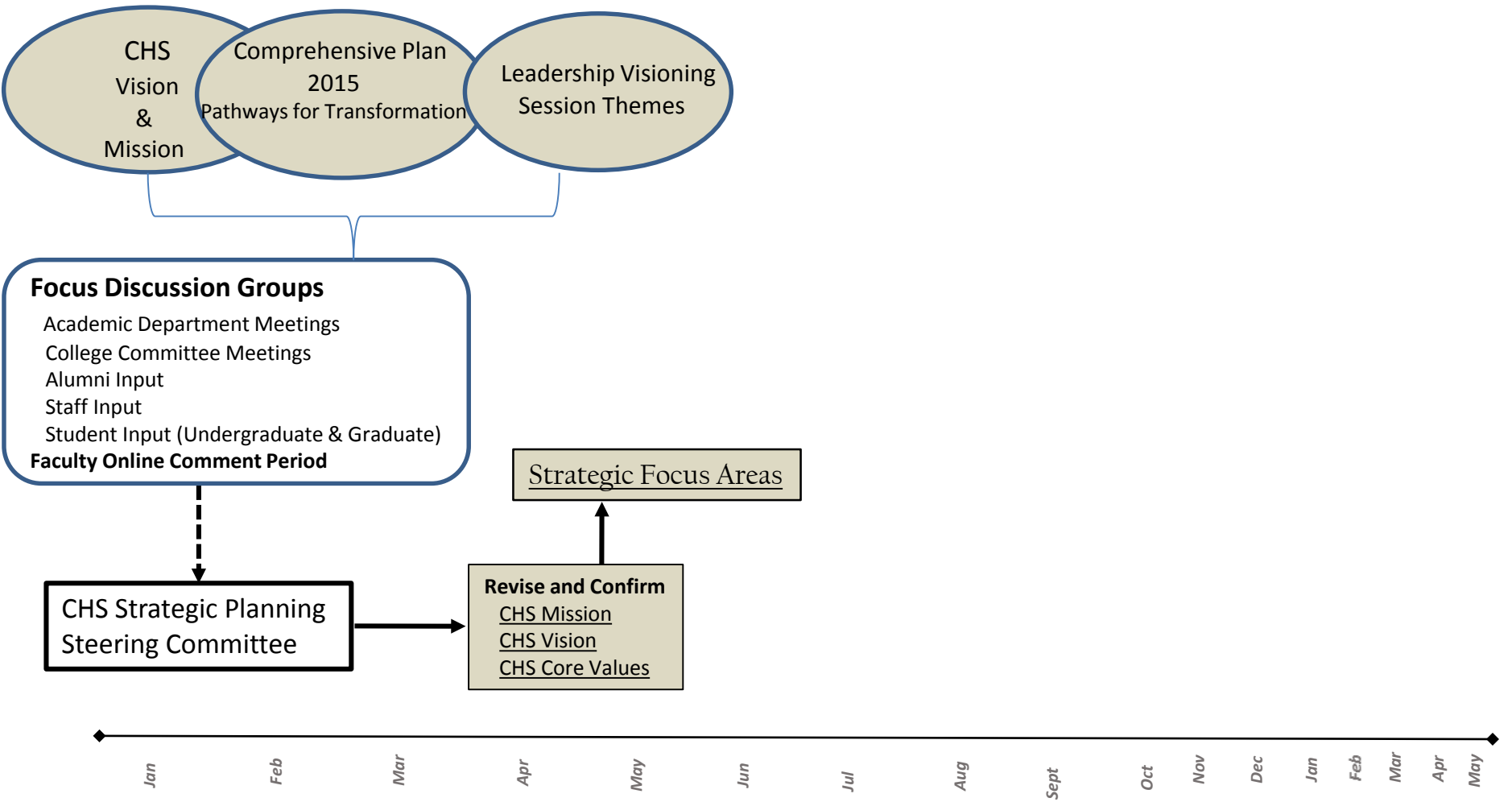
- Provides common understanding of our priorities, goals, and definitions of success
- Addresses accountability for how the plan will be supported, activated and assessed (data informed)
- Acknowledges our classification as a Carnegie Foundation Doctoral Universities: Very Higher Research Activity & Elective Community Engagement Classification
- Addresses national trends that impact CHS programs
- Complement Quest 2025: Together We Transform



College of Humanities and Sciences Strategic Planning Development Process



College of Humanities and Sciences Strategic Planning Development Process



CHS Strategic Planning Steering Committee

- Jason Reed - Physics
- Victor Chen - Sociology
- Joy Whitenack - Math & App Math
- Gregg Johnson - College of H&S
- Fernando Tenjo - Faculty Council
- Scott Sherman - Media & Culture
- Monique Morton - Kin & Hlth Sc
- Meredith Katz* - Dean's Fellow
- Scott Neubauer - Biology
- Terry Oggel - English
- Ed Boone - Stat Sc & Op Research
- Bethanie Constant - College of H&S
- Jason Arnold - Political Sci
- Mikhail Valdman - Philosophy
- Virginia Casanova - World Studies
- Joshua Langberg - Psychology



CHS Strategic Planning Steering Committee

March 17, 2017

- Discussed the CHS Mission and Vision
- Revisions made to the CHS Mission and Vision, and developed Core Values statements from a synthesis of the overarching themes from the Pathways for Transformation comprehensive plan and CHS Leadership Retreat summary of responses

April 7, 2017

- Reviewed and discussed faculty feedback from online open comment period
- Uploaded final version of CHS Mission, Vision, and Core Values
[CHS Homepage](#)

April 28, 2017

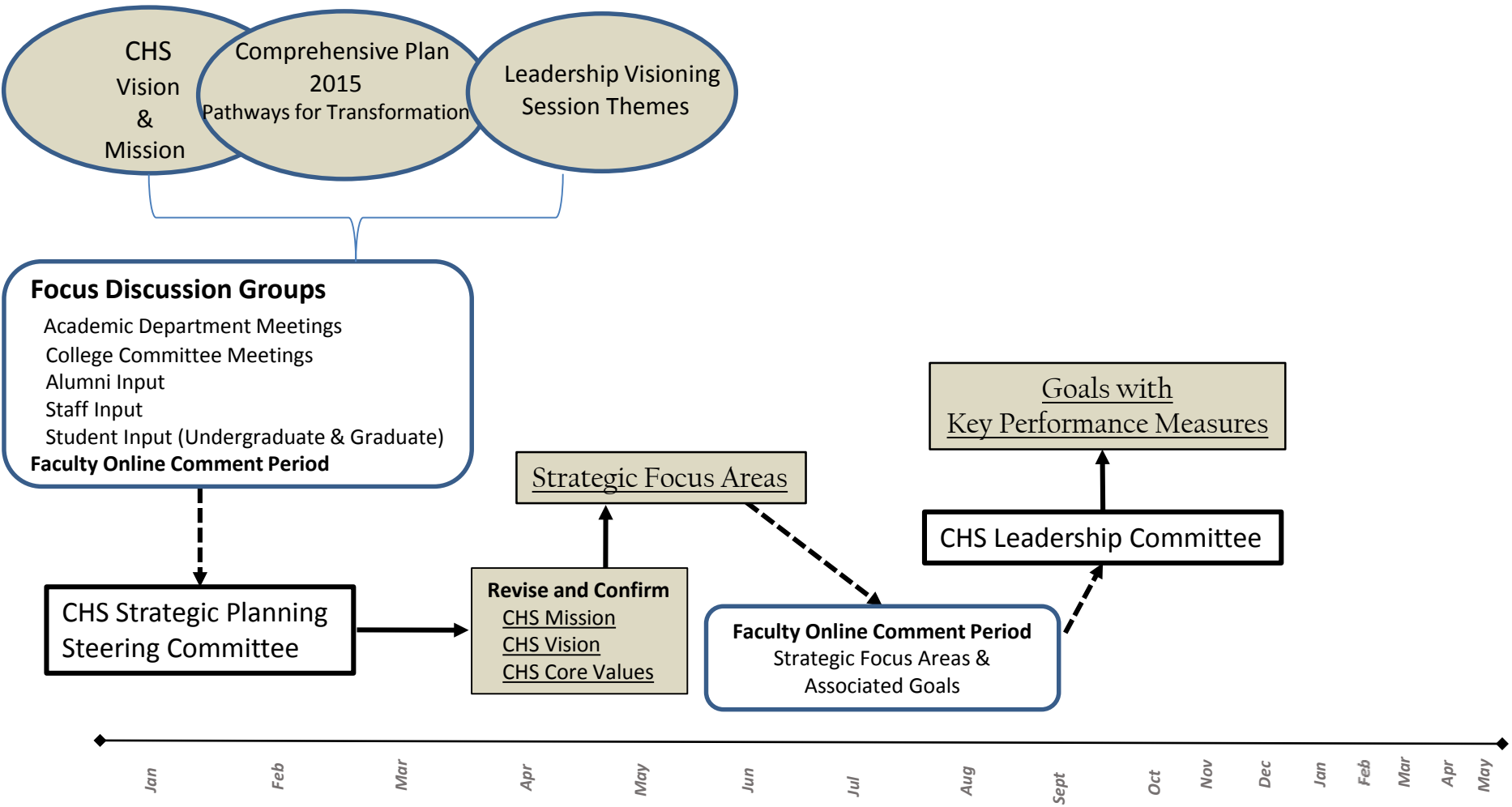
- Reviewed overarching themes and newly identified strategic focus areas

September 30, 2017

- Review strategic focus areas



College of Humanities and Sciences Strategic Planning Development Process



CHS Strategic Planning Leadership Committee

- Alaina H Campbell – Director of Advising, Sciences
- Scott Sherman - Media & Culture
- John P Skaritz- Director of Technology and computer support
- Chioke A l'anson – African American Studies
- Allie Reckendorf - Political Science
- Fernando Tenjo - Faculty Council
- Monique Morton - Kin & Hlth Sci
- Sally S Hunnicutt – Chemistry
- Meredith Katz* - Dean's Fellow
- Judyth Twigg – Political Science
- Terry Oggel - English
- Kate Nash – Office of Student Services
- Angelica Bega - Sociology
- Robin Everhart - Psychology
- David Edwards – Statistical Sciences & Operations Research
- Susan Bodnar-Deren – Sociology
- Chelsea Derlan – Psychology
- Lee Franco – Kin & Hlth Sciences
- Rohan Kalyan – International Studies



VCU

Humanities
ES

CHS Strategic Planning Leadership Committee

February 9, 2018

- Review responses from strategic focus areas online survey
- Review Strategic Plans from Peer Institutions (SCHEV)
- CHS Leadership Subcommittees work on each focus area to develop goals, strategies, and key performance measures

March 30, 2018

- Review of first draft of goals
- Focus on critical, but gentle, feedback to enhance the level of specificity and depth for each set of goals

April 6, 2018

- Submit second draft of goals
- Each set of goals was reviewed by one other subcommittee

April 30, 2018

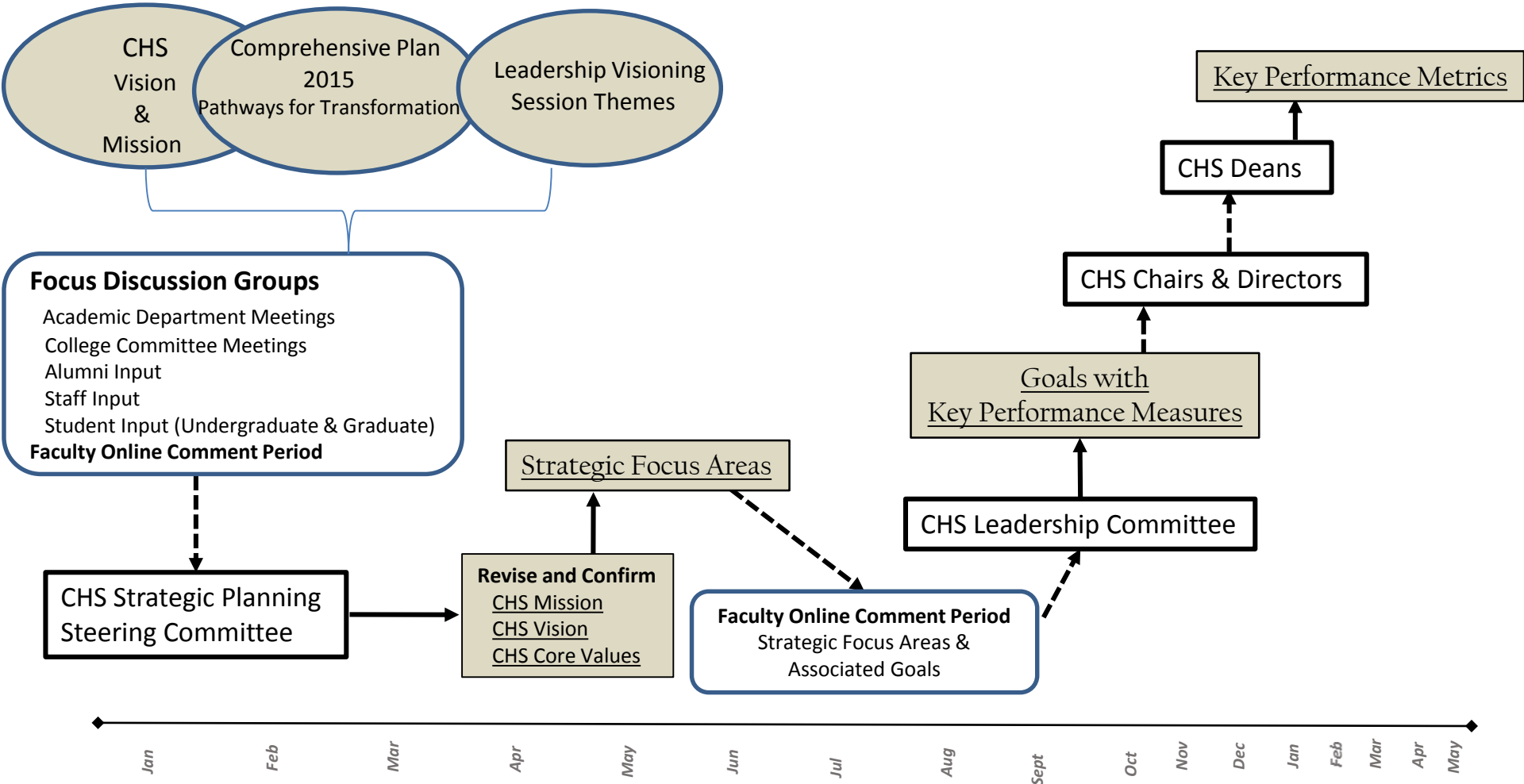
- Submit third draft of goals

May 4, 2018

- Final draft of goals, strategies, and key performance measures for each Strategic Focus Area



College of Humanities and Sciences Strategic Planning Development Process



CHS Chairs, Director & Deans

- Review and provide feedback
- Chairs & Directors provide unit level baseline metrics for key performance measures
- Associate Deans provide area specific baseline metrics for key performance measures
- Dean and Associate Deans review of key performance metrics
- Final review of goals and key performance metrics



PROTECTED: STRATEGIC PLAN: EXCELLENCE
BEYOND BOUNDARIES

HOME / ABOUT US / Protected: Strategic Plan: Excellence Beyond Boundaries

PLAN DOCUMENTS

[Full strategic plan](#) [PDF]

[Key performance metrics](#) [PDF]



EXCELLENCE BEYOND BOUNDARIES

A new Strategic Plan for the
College of Humanities and Sciences

Diversity is a hallmark of VCU that truly differentiates us as an institution of higher education.
Michael Rao, Ph.D., President, VCU and VCU Health System

The College of Humanities and Sciences strategic plan, *Excellence Beyond Boundaries*, exemplifies the central role of our diverse College at VCU. The breadth of disciplines in the biological sciences, humanities, mathematical and physical sciences, and social and behavioral sciences taught by our distinguished faculty provides students with the foundation to be agile and adaptable in a global environment.

Our strategic plan reflects a commitment to preparing leaders in social and technological innovation who are prepared for careers across the breadth of 21st century opportunities. While providing a cohesive plan for coordinating our efforts to excel, the CHS strategic plan is an intricate complement to VCU's Quest 2025: Together We Transform strategic plan.

Excellence Beyond Boundaries is the result of an inclusive planning process which drew from the collective wisdom and vision of our faculty, staff, students and alumni. This process produced a unique and authentic strategic plan that presents a common understanding and context for our goals. This plan clarifies our united effort to transform lives through teaching and learning in our classrooms, laboratories and with our communities.

Excellence Beyond Boundaries

Implementation and Assessment

- How is our strategic plan unique and authentic?
 - Key Performance Metrics
- Our values are defined by what we measure and how we measure it?
- Key Performance Metrics
 - 48 metrics across 4 Strategic Focus Areas
 - Assessed and reviewed annually
- A cornerstone of our data informed decision making is transparency
- Excellence Beyond Boundaries – a living document

