

ISU Strategic Plan 2022-2031

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RSM US LLP

BRG, LLC.

Reinventing the Strategic Plan

How our new plan is *different*:

- *Dynamic* process
- Encompasses what ISU is going “To-Be”
 - Success factor metrics tracking
- 9-year process
- Continuous input, retooling, and repositioning to capture opportunities
- Frequent Steering Committee, Working Group, and Stakeholder engagement

How the usual strategic plan falls flat:

- Focus on developing strategies, tactics, and deliverables
- Strategic Plans are *static*, not *dynamic*
- Traditional “To-do” list of tasks
- Reacting to high-level goals

Steps in our Planning Process

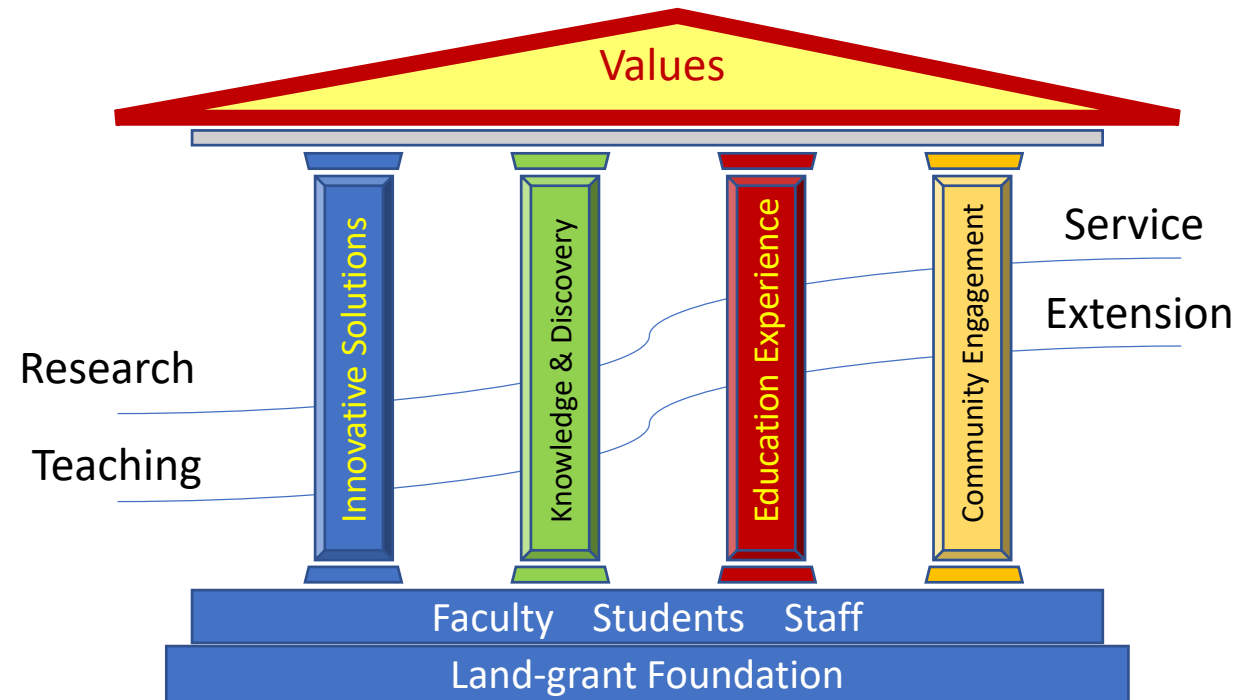
- Steering Committee – 8 members
- Working Groups – 52 campus and community members
- Task Force members
 - Specific teams of WG members
 - Volunteered to develop the Strategic Process
- Listening Session Engagements (20+)
 - Planned Town Hall meetings with faculty, staff, students, Extension
 - Focus Group meetings with Faculty Senate, Student Senate, P&S Council, student groups, alumni, ISUF Governors, campus groups
- Final Plan and Process to be delivered late March

Our Mission, Vision, and Values

Mission: Create, share, and apply knowledge to make our students, Iowa, and the world better

Vision: Iowa State University will advance the land-grant ideals of putting science, technology, and human creativity to work.

Values: Principles of Community (Respect, Purpose, Cooperation, Richness of Diversity, Freedom from Discrimination, Honest & Respectful Expression of Ideas), Integrity, Access, Excellence



Thematic Pillars

Innovative Solutions

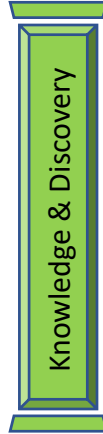
Innovation, creativity, and an entrepreneurial attitude will inspire the curriculum, decision making and outlook for Iowa State University. We will bring forth expertise, technologies, novel perspectives, and ideas. By striving to bring a creative mindset and unique solutions to the grand challenges of our local and global communities, ISU will be recognized for its distinctive approach to environmental, social, economic, and cultural sustainability, and meeting the needs of society with integrity.



Innovative Solutions

Knowledge & Discovery

We will enhance our understanding of our universe and ourselves and create and discover new methods, pedagogies, thought processes, and knowledge. Through deep analysis, research, and collaboration, we will bring forth new technologies, science, perspectives, and ideas to benefit a changing world.



Knowledge & Discovery

Thematic Pillars

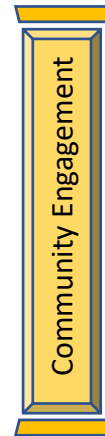
Education Experience

Promoting an excellent educational experience focused on student engagement, knowledge growth, transformative educational opportunities, and access to a diverse, inclusive, and welcoming educational environment will create a strong foundation for success and prosperity for a well-educated graduate with life-long relationships to Iowa State University.



Community Engagement

Through active participation in and partnership with the local, state, and global communities, Iowa State University advances its land-grant mission to serve society by engaging our stakeholders to understand and address their needs and challenges.

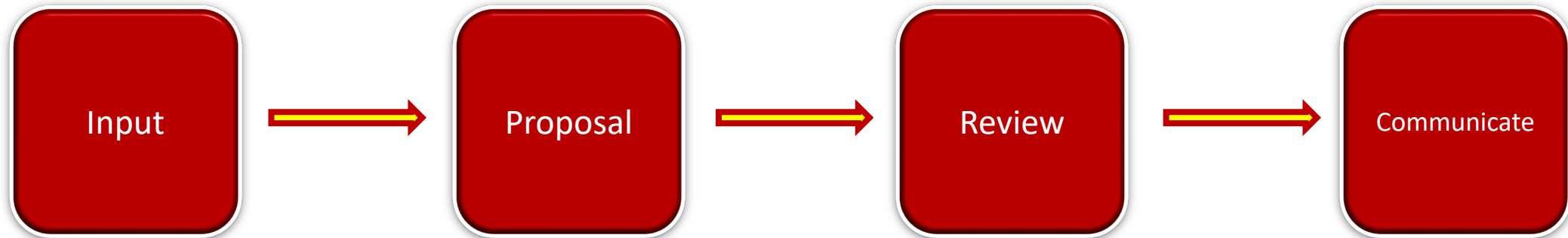


To-Be Statements

- To be the most student-centric major research university.
- To be the university that fosters lifelong learning.
- To be the trusted partner for proactive and innovative solutions.
- To be the university that creates opportunities and forges new frontiers.
- To be the university that cultivates a diverse, equitable, and inclusive environment where students, faculty, and staff flourish.

Strategic Process for Success

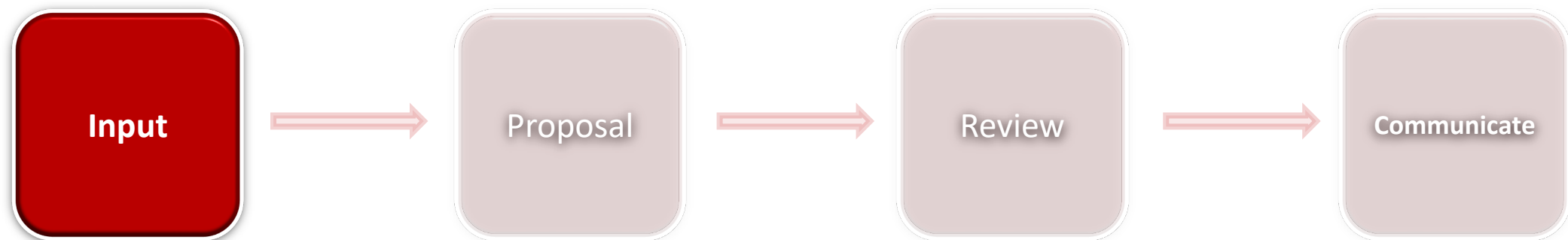
- Annual process for creating strategic projects to achieve our “To Be” statements
- Input/assessment of SWOT to identify priorities with campus & external stakeholders
- Review teams evaluate and recommend impactful projects to university leadership
- Thematic priority projects impact success factors – journey towards “To Be”
- Thematic priority activities and outcomes generate stories
- Communicate back to stakeholders – iterate on next priorities



Stage 1: Input

Late Spring to Mid Fall Semester

- Engage with campus communities and stakeholders
- Create a new Office of Strategic Success (OSS) engages with President and Senior Leadership
 - Evaluates input, environmental scans, IR data
- President selects priority areas for the year
- OSS develops the Request for Proposals based on the priority areas

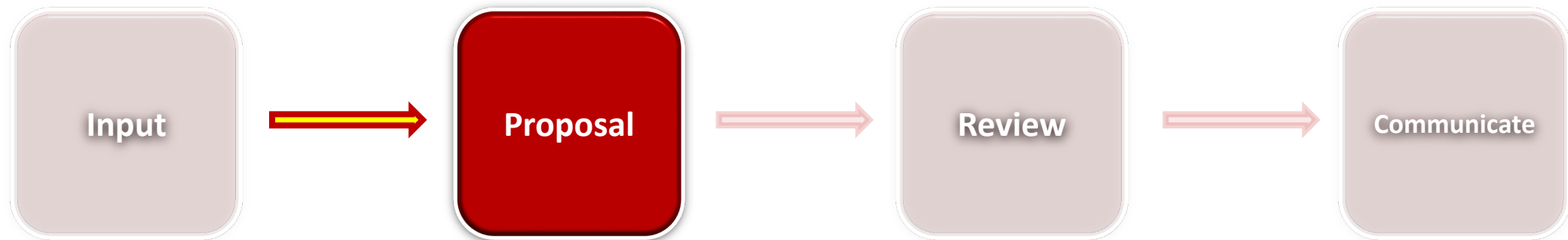


Stage 2: Proposal

Mid Fall Semester to Early January

Example elements:

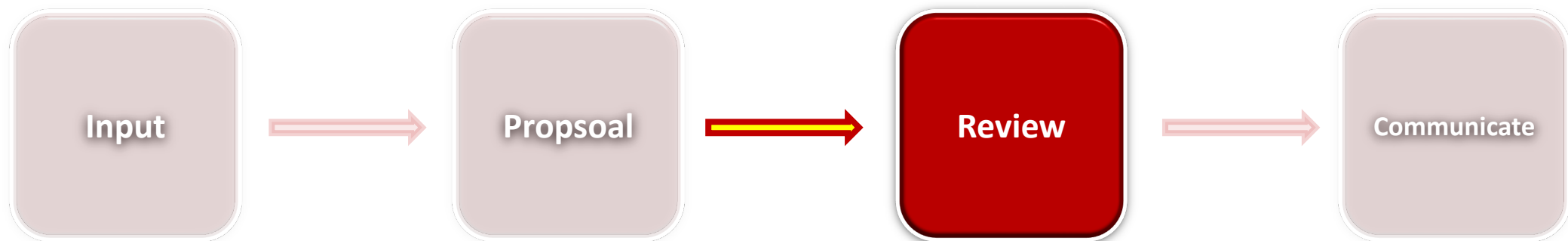
- Strategic Goal alignment
- “To-Be” alignment
- Pillar alignment
- Project description: objectives, deliverables, justification
- Timeline
- Budget and ROI/ROR considerations
- Key metrics and Success Factor Alignment



Stage 3: Review

Early Spring Semester to Spring Break

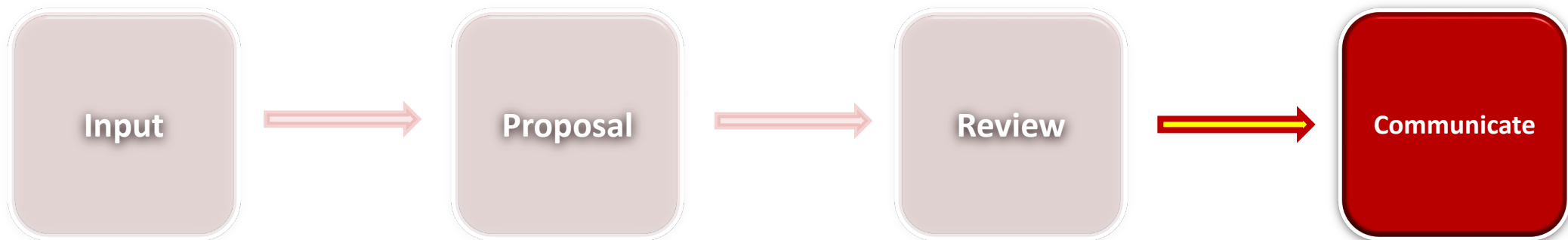
- Review teams developed on a rotating 3-year period
- Review criteria and rubrics developed based on elements of RFP
- Review teams score all projects and provide recommendations to the President and Senior Leadership



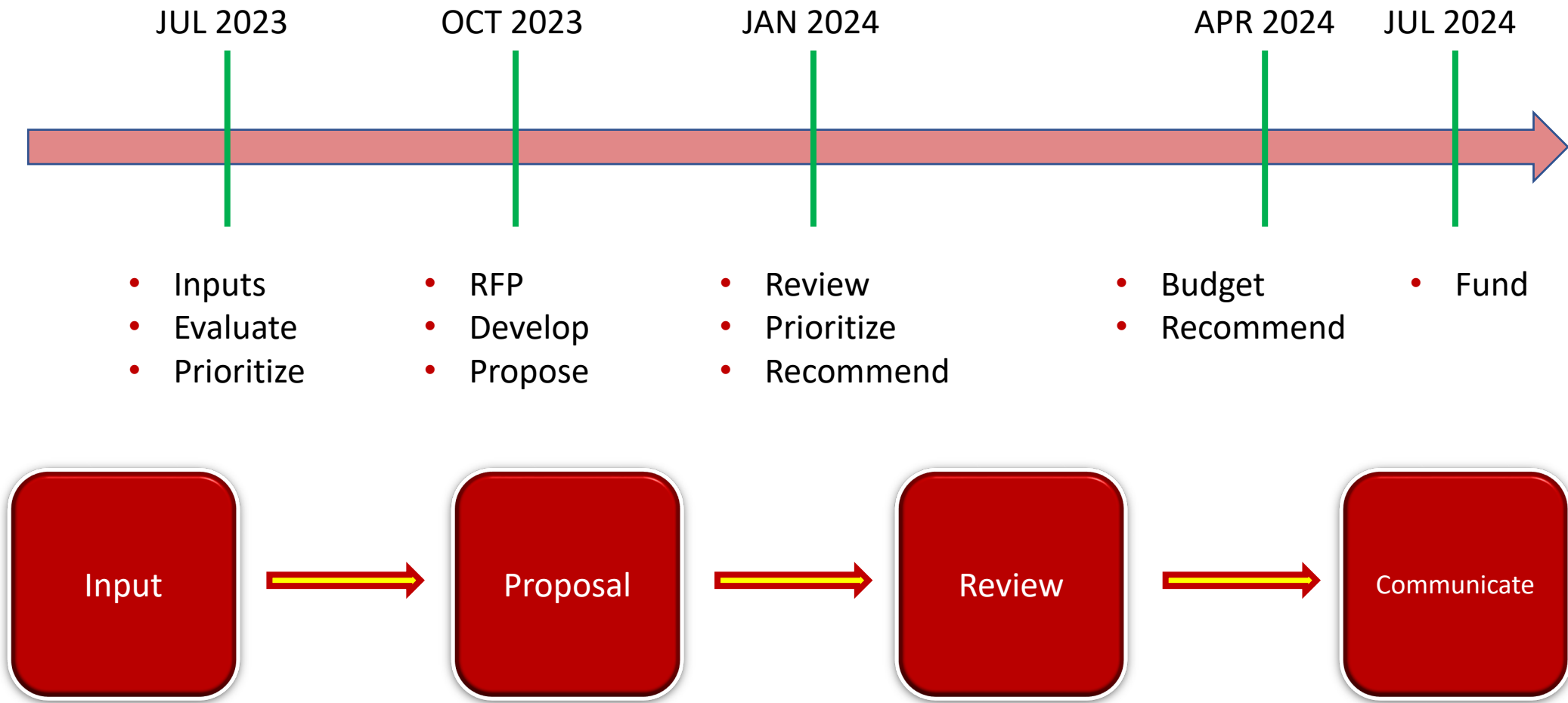
Stage 4: Communicate

Ongoing

- OSS develops website for reporting outcomes, stories, and successes
- Successful project proposals will be posted
- Dashboard will be developed and updated with help from IR
 - Display relevant success factors and related metrics



Timeline Example: Fiscal Year #2 Projects



Additional & Ongoing

Stakeholder Engagements

- Town Hall – Open Forum Presentation with Q&A
 - February 9 faculty/staff
 - February 16 students
 - February 21 faculty/staff
- Focus group sessions

<u>Stakeholder</u>	<u>Lead</u>	<u>Date</u>
Faculty Senate (Exec Committee)	Andrea Wheeler	February 8
Faculty Senate (Full)	Andrea Wheeler	February 15
Council of Deans	Peter Dorhout	February 21
IA Community Leaders	John Lawrence	February 23
P&S Council (EB)	Chris Johnsen	February 24
ACE (Learner Success Lab)	Shawn Boyne	February 24
Student Gov't/Orgs	Julia Campbell	February 24
Postdocs	Bill Graves	February 25
Grad & Student Senate Exec Council	Bill Graves	February 28
P&S Council (Full)	Chris Johnsen	March 3
Foundation	Larissa Holtmeyer-Jones	March 4
Ames Community Leaders	Dan Culhane	March 4
Alumni	Jeff Johnson	March 15
IA Consumers/Ag Producers	Nadilia Gomez	planning
Industry/Assoc Leads	Mark Boeck	planning
Major recruiters	Kathy Wieland	Week of Mar 7
Prospective Students	Katharine Suski	potential survey
DEI (Fac/Staff) Orgs	Sharon Perry-Fantini	planning
Student Multicultural Orgs	Denise Williams-Klotz	planning
	Jordan Brooks	
Campus Student Life Leaders	Toyia Younger	planning

Thank You!

We want your feedback

Share additional feedback on our survey Feedback Form:

Navigate to the Office of the President web-page OR

follow link or QR code:

<https://bit.ly/36kKUB6>

