

The background of the slide is a photograph of the Iowa State University campus, featuring the Old Capitol building on the left and other university buildings on the right, with trees in the foreground. The entire image is overlaid with a semi-transparent red filter.

President's Council

November 30, 2021

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Creating the Next Strategic Plan for Iowa State University

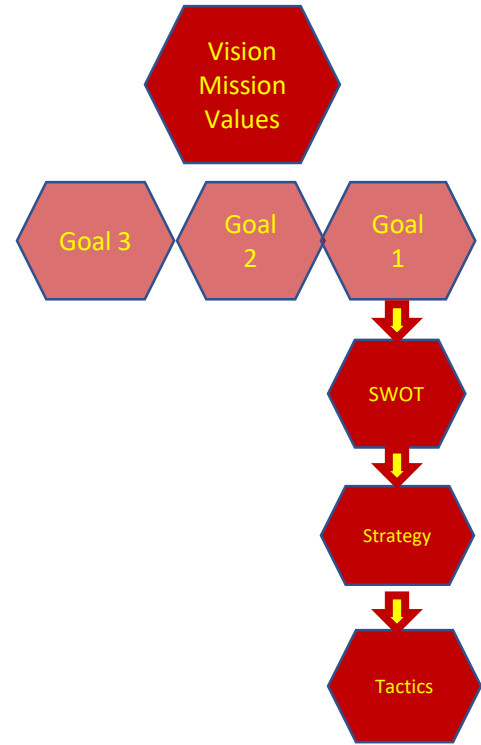
Peter K. Dorhout, Planning Chair

RSM US LLP

BRG, LLC.

Strategic Planning 101

- Executive Leadership
 - Mission, Vision, Values, Themes
 - Cross-cutting objectives
 - High-level goals and metrics
 - High-level SWOT analysis
- Working Groups
 - Develop Strategies, tactics, deliverables
 - Static, not dynamic
 - Traditional “to do” list of tasks
 - Units react to high-level goals



This is a 5-year plan at best

- Strengths

- Meaningful, applied research
- The science & tech university
- ISU experience for students
- Highly ranked Ag, Eng., Vet Med
- Midwest work ethic
- Commitment to diversity
- Hands-on learning
- Excellence

- Opportunities

- Market stories of excellence
- UG research – make a difference now
- Entrepreneurship
- Student life and retention
- Branding – story-telling
- 20% students are 1st generation
- Environmental/Ag sustainability
- Student financial aid
- Enrollment and access to excellence

“Create a ‘to be’ list, not a ‘to do’ list for our next Strategic Plan.”

Overall Team Structure

Steering Committee

Pam Cain
SVP Ops. & Finance

Jonathan Wickert
SVP & Provost

Toyia Younger
SVP, Student Affairs

Peter Dorhout
Chair, VP of Research

Andrea Wheeler
Pres., Faculty Senate

Chris Johnsen
Pres., Prof. & Sci. Council

Larissa Holtmyer-Jones
Pres. & CEO, ISU Foundation

Working Groups

Innovative Solutions

Knowledge & Discovery

Education Experience

Community Engagement

Guidance & Facilitation

Project Sponsor

Peter Dorhout

Karen Bramow

Mark Settle

RSM Team

Steve Mermelstein
RSM Engagement Lead

Stefano Falconi
Research Director

Thomas Siekmann
Strategy Analyst

Blake Colquhoun
Strategy Analyst

Steering Committee

Provides executive level oversight

RSM & ISU Project Sponsor

Project team to drive the strategic plan process

Working Groups University wide participation providing input on “to be” statements, stakeholder engagements, strategic project processes and development

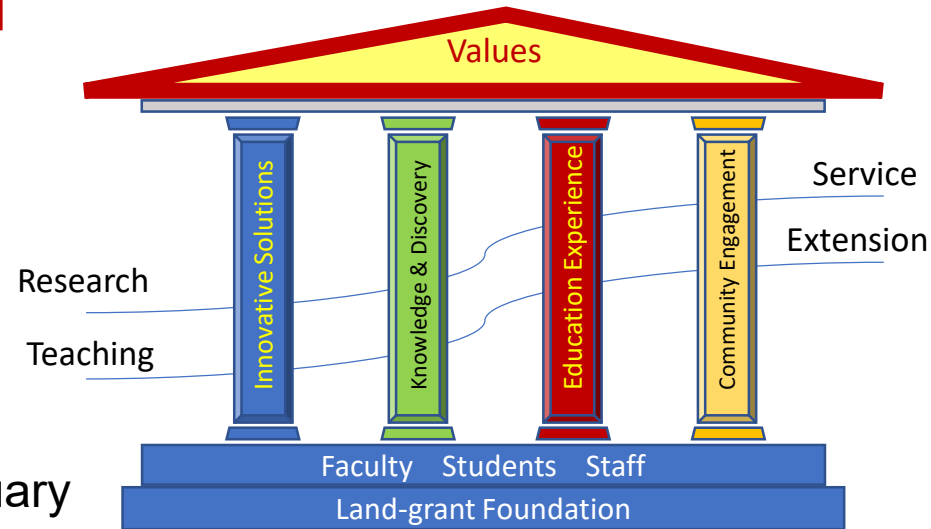
Mission: Create, share, and apply knowledge to make our students, Iowa, and the world better

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

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

Strategic Process Plan

- Refined the Mission, Vision, Values
 - Cross-cutting efforts
- Developed thematic pillars
- Identified Working Groups
 - Built them around the thematic pillars
 - 12-15 people each
 - Stakeholder engagements until February 2022
 - Working sessions until March 2022
- Dashboard of progress
 - Communicating our stories



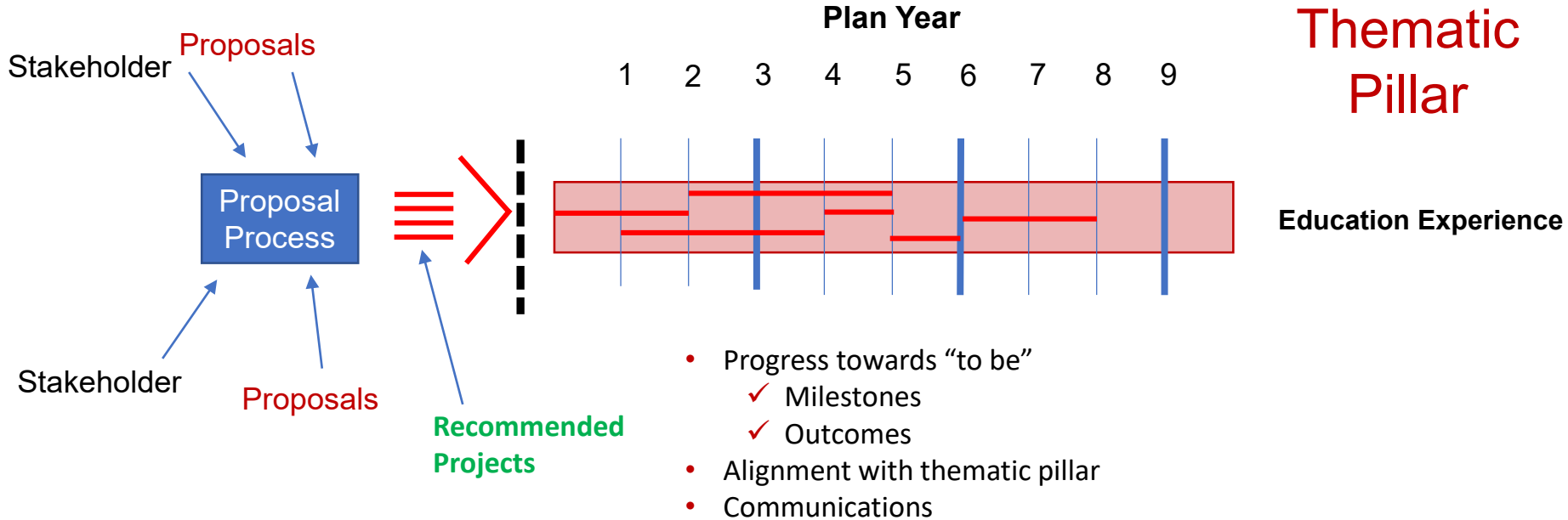
Building a Strategic Process Systems Approach

- **Tasks for Working Groups**
 - Develop a draft “to be” list
 - Define what success looks like
 - Develop a process for identifying & selecting projects
 - Create first 1-2 years of project recommendations
 - Stakeholder engagements for generating ideas
 - Regular reporting to Steering Committee
- **Long-term role for Working Groups**
 - ✓ Initial canvassing group for projects
 - ✓ Idea workshops, Stakeholder engagements
 - ✓ Internal review of projects
- **Project Timeline**
 - Draft “To Be” statements by December
 - Draft Processes by February
 - Final Draft Plan by April



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Sample Strategic Process



Building a Strategic Process Systems Approach

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