President’s Council

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Creating the Next Strategic Plan for Iowa State University

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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
2020/2021 SWOT Analysis

• 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

- Peter Dorhout, Chair, VP of Research
- Andrea Wheeler, Pres., Faculty Senate
- Chris Johnsen, Pres., Prof. & Sci. Council
- Larissa Holtmyer-Jones, Pres. & CEO, ISU Foundation
- Pam Cain, SVP Ops. & Finance
- Jonathan Wickert, SVP & Provost
- Toyia Younger, SVP, Student Affairs

Working Groups

- Innovative Solutions
- Knowledge & Discovery
- Education Experience
- Community Engagement

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

Guidance & Facilitation

Project Sponsor

- Peter Dorhout
- Karen Bramow
- Mark Settle

RSM Team

- Steve Mermelstein, RSM Engagement Lead
- Thomas Siekmann, Strategy Analyst
- Stefano Falconi, Research Director
- Blake Colquhoun, Strategy Analyst

Iowa State University
Of Science and Technology
**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

- Stakeholder Proposals
- Proposal Process
- Recommended Projects
- Plan Year
  - 1 2 3 4 5 6 7 8 9
- Thematic Pillar
  - Education Experience
  - Progress towards “to be”
    - ✔ Milestones
    - ✔ Outcomes
  - Alignment with thematic pillar
  - Communications
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