

## Strategic Planning Clients

Arizona Western College, AZ

Association of Community College Trustees, D.C.

Bristol Community College, MA

Buena Vista University, IA

East Central College, MO

Harford Community College, MD

Holyoke Community College, MA

Macomb Community College, MI

Milwaukee Area Technical College, WI

San Juan College, NM

SUNY Jefferson Community College, NY

Tacoma Community College, WA

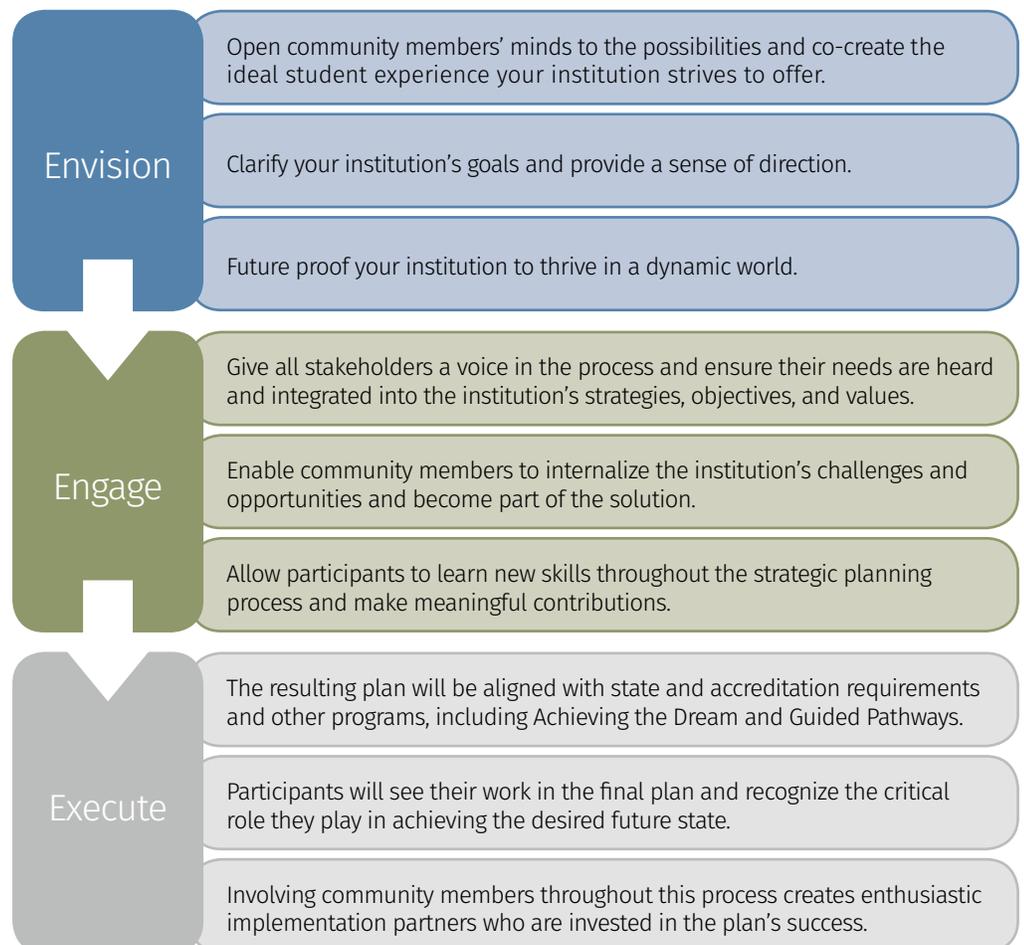
Waubonsee Community College, IL

# Performance-Driven Strategic Planning

An inclusive approach for institutional transformation.

- ✓ **Strengthen your institution's focus on the student experience.**
- ✓ **Inspire confidence and excitement in your workforce and community partners.**
- ✓ **Develop an inclusive, data-informed strategic plan for realizing the future your community members desire.**

CampusWorks' Strategic Planning breaks the mold of typical "top-down" approaches by engaging and aligning your institution's internal and external stakeholders every step of the way to create a shared vision of the future. Our inclusive approach ensures that all voices are heard and integrated into the development of strategies, objectives, and values, resulting in a strategic plan that has community-wide buy in and support.



## CampusWorks' Strategic Planning Approach

CampusWorks' strategic planning process is an inclusive, transparent approach that is tailored to your institution's unique culture and needs. By engaging your entire community and giving them a voice in the process, we develop more than a strategic plan, we create a shared vision for the future in which everyone is invested.

### 1. Educational Workshops

Open minds to the broader higher education environment and stimulate creative thinking.

### 2. SWOT Analysis

Engage internal and external stakeholders to gain a comprehensive understanding of the institution's strengths, weaknesses, opportunities, and threats (SWOT).

### 3. Future Summit

Educate internal and external constituents about future trends associated with key opportunities identified in the SWOT Analysis and develop impact statements that will feed strategy development.

### 4. Scanning & Planning

Synthesize the impact statements and develop a list of topics for further research. Conduct internal and external scans to assess factors within the college's control as well as external forces that present opportunities or threats.

### 5. Mission, Vision, and Values Workshops

Leveraging the information and trends that have emerged, CampusWorks' facilitators will help your team review and refresh your institution's mission. Once drafted, the mission and vision will go through an iterative process with the Board of Trustees, leadership, and constituents. CampusWorks will also work with employees to identify institutional values that will help drive the execution of the strategies detailed in the strategic plan.

### 6. Community Focus Groups

Once the draft mission, vision, and strategies are complete, the CampusWorks team will re-engage your community members to provide input, and, most importantly, stay knowledgeable of the institution's direction and their symbiotic role in it.



## Why CampusWorks' approach works

- It begins with the student experience.
- It's engaging and inclusive.
- It's focused on execution and achievement.

## Voice of the Client

"From the first visit on our campus, CampusWorks has engendered confidence, excitement, and energy in our workforce and community partners to help create the beginnings of an authentic and credible Strategic Plan. When you hire CampusWorks, you are getting the aggregate of the many thoughtful projects they've helped launch across the country."

- Dr. Daniel Corr  
President, Arizona Western College

**Need help with strategic planning?**

**Contact CampusWorks today for a free, no-strings-attached consultation.**