

Modern Strategic Planning for Higher Education

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April 4, 2022

Modern Strategic Planning – Paul’s 4 Ps: Flow For Today

10 Minutes	Welcome and Introduction	Scott Carlson and Paul Friga - Facilitating Henry Stoeber- AGB
15 Minutes	Redefine <i>Purpose</i>	Featuring insights from President Timothy Moore from Indian River State College; President David Wilson from Morgan State University; and David Rowe, Former President of Centenary College of Louisiana
15 Minutes	Offer New <i>Products</i>	Featuring insights from President Emeritus Anne Steele, Muskingum University; Michael Hageloh, Exec VP of Strategic Initiatives at Indian River State College; President David Wilson, Morgan State University
15 Minutes	Establish Inter-Institution <i>Partnerships</i>	Featuring insights from Thomas Harnisch, VP for Government Relations at SHEEO and Commissioner Teresa Lubbers, Indiana Commission for Higher Education
15 Minutes	Ensure <i>Profitability</i>	Featuring insights from President Timothy Moore from Indian River State College and Kelli Shomaker, CFO of Auburn University



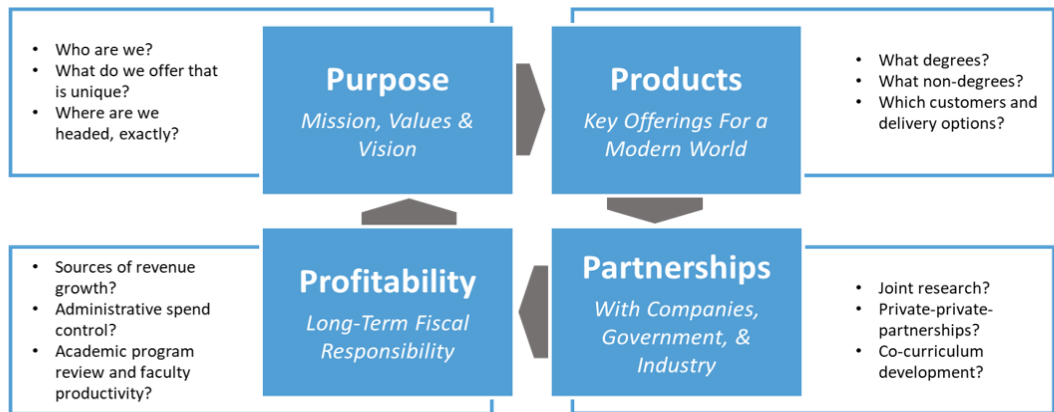
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Our Guiding Framework for the Conversation – Higher Education Priorities of Today

Paul's take on the new priorities for universities



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Source: Paul N. Friga, *Time for a "Strategy Refresh" for Your University – A Blueprint for Post-Pandemic Priorities*, Trusteeship Magazine (Nov-Dec 2021)

Expert guidance, proven solutions.

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Process Tips on How to Do Modern Strategic Planning

- How can modern strategic planning be **BETTER**?
 - Truly seek differentiation in what you do
 - Focus on strategic vs. operational issues
 - Tackle the hard challenges
- How can modern strategic planning be **STRONGER**?
 - Craft strategy “slogans”
 - Involve your campus in the strategy process
 - Manage the change carefully (use Kotter Model – see Appendix)
- How can modern strategic planning be **FASTER**?
 - Shorten the strategic planning period
 - Keep the planning horizon to three years
 - Think of strategy as a living document

Source: Paul N. Friga

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