

Phase Four: Draft Goals and Desired Outcomes– “Connecting the Dots” (April, 2012)

Based on the Values, Vision and Mission statements and the Planning Assumptions, the Planning and Resource Council will address the question, “What must we do over the next planning period”

For example, “Increase enrollment, retention and graduation rates” could become a goal that read something like:

“Assist all SWOSU students to achieve success in realizing their educational goals.”

The Planning and Resource Council will then address the question:

“As we look at each Goal and the strategic position we would like to occupy, what do we need to achieve over the next planning period so we will know when we have arrived at where we want to be?”

These will be the Desired Outcomes. To the extent possible, they should be measurable.

For example, the goal above could have the following Desired Outcomes

- a. “Increase first-year retention to 75 percent”***
- b. “Increase six-year graduation rate to 45 percent”***
- c. “Double transfer student headcount enrollment from community colleges”***
- d. “Narrow the difference between the retention and graduation rates of all students and Pell Grant eligible and minority students by a minimum of 50 percent with the long-range goal being to equalize these rates”***

The Consultants will be available by phone and e-mail to assist the Task Force on the development of Desired Outcomes. Upon completion, the Task Forces will submit their reports to the Planning and Resource Council for review and refinements.

Using the Planning Assumptions, Goals and Desired Outcomes, the Business Office will estimate revenues from traditional sources, based on historical trends -- not, at this point, taking into consideration any special revenue-enhancing efforts that might be included in the new strategic plan.

Day One of Consultants’ Visit #3

There will a half-day workshop of the Planning and Resource Council to review the Goals, Desired Outcomes, and revenue projections.

The Planning and Resource Council will also discuss the make-up and participants in the work of Task Forces around each of the Goal statements. Members will include representatives of the Planning and Resource Council, and faculty, administration, and staff who have a particular interest and expertise in each goal area, e.g., members of standing committees, professional staff.

The leadership of the Task Forces can vary, depending on the circumstances and campus culture. Often the Vice Presidents and other administrators take the lead.

Day Two of Consultants’ Visit #3

A third Stakeholder Representative Group meeting will be held to present/discuss:

- a. The Goals, Desired Outcomes
- b. Revenue projections; and the make-up and participants
- c. The Task Forces around each of the Goal statements
- d. Work that will be done over the summer

Following the Stakeholder Representative Group there will be a meeting about next steps to be done over the summer.