



Strategic Planning and Assessment

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May 2019



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

Session Learning Outcomes

Attendees to the *Strategic Planning and Assessment* session will:

- be able to identify the 3 of the 5 components of a department's identity.
- articulate one key reason a department should identify priorities.
- synthesize how assessment is used to measure the success of a department's strategic plan.

PART ONE - IDENTITY

- Mission, Vision, Values, Core Functions, & Initiatives (outcomes)

PART TWO - CHART THE COURSE

- Priorities, Objectives, Metrics

PART THREE – MEASURING SUCCESS

- Assessment plans, KPIs, data audits

PART 1 - IDENTITY



IDENTITY CRISIS

when you don't know whether to bark, or go eat some.

memecenter.com 

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- Situationally (concerning history, place, demographic, tradition, etc.)

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Vision – Aspirations (e.g., Office of Assessment & SI)

- What do you aspire to achieve or accomplish over the next few years?

The Office of Assessment and Strategic Initiatives (OASI) **seeks to become** a national exemplar for student affairs assessment **by** firming the culture of evidence within the Division of Student Life **with** sustainable, rigorous, and transparent practices surrounding program review, assessment, evaluation, planning, and research that **contribute to** the longstanding tradition of excellence at the University of Tennessee, Knoxville.

Values (e.g., Division of Student Life)

- The organization's essential and enduring tenets
- Proven, enduring guidelines
- Generally 5-7

Values (e.g., Division of Student Life)

STUDENT LEADERSHIP: We value leadership as a collaborative, relational, and developmental process in which students engage at varying levels.

INCLUSION: We value inclusion and strive to be an inclusive community that respects all of its members, promoting equal treatment and opportunity while working to eliminate all forms of discrimination.

COLLABORATION: We value intentional collaboration toward the common goal of providing dynamic student experiences.

ENGAGEMENT: We value engaging our students through opportunities that provide support and foster a sense of belonging.

SUCCESS AND WELL-BEING: We value the success and well-being of all members of our community.

Core Functions (e.g., Student Conduct)

Overarching reasons your department exists defined by professional standards

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- educate and develop student accountability
- promote and instill integrity
- investigate and resolve alleged violations of the Student Code of Conduct
- provide an educational, consistent, and equitable process

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Key Initiatives

Service/program/activity that accomplishes the core functions

- VolsREACH
- Academic Integrity Matters (AIM)
- Hazing Edu
- Alcohol Education Program (AEP)
- Brief Alcohol Screening and Intervention for College Students (BASICS)
- Drug Education Program (DEP)
- Cannabis Screening and Intervention for College Students (CASICS)
- Fire Safety

Core Functions (OASI)

EXAMPLE - Provide education about assessment and strategic planning

Initiatives

EXAMPLE - eVOLve newsletter

Outcomes

What one should know or be able to do after they interact with the department (program/service/activity)

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What one should know or be able to do after they interact with the department (program/service/activity)

EXAMPLE - Readers of the eVOLve newsletter will be exposed to at least one educational or professional development resource in every issue.

PART ONE - IDENTITY

1. Mission
2. Vision
3. Values
4. Core Functions
5. Initiatives (outcomes)

Think Pair Share

1. Does your department have these components?
2. Do you often refer to them when planning alone or as a staff?
3. Do you ask if the initiative is “mission critical” before implementing?

PART 2 – CHART THE COURSE



Why does a department develop a strategic plan with priorities and objectives?

- Intentionality and thoughtful consideration for student success
- Ensure evidence of support for the university and divisional plans and story sharing
- Helps to stay focused – permission to say, "Not at this time."
- Helps define for stakeholders what is important to the department

How does a department decide the direction?

- Consider university and division mission and priorities
- Leadership's vision
- Existing data identifies strengths, weaknesses, opportunities, & challenges:
 - Internal data (e.g., KPI)
 - Program review
 - Stakeholder voices through surveys, forums/town hall meetings

Priorities (OASI)

EXAMPLE

Priority 1: Inform stakeholders of resources and activities about assessment

Objectives - How will we achieve this priority?

EXAMPLE

Objective 1: Provide a monthly newsletter to stakeholders within the Division of Student Life.

Metric of success

EXAMPLE

12 newsletters will be published in 2019-2020

ALERT! ALERT! ALERT!

- ❖ This process may result in the "sunsetting" of initiatives you have had for years.
- ❖ It might feel uncomfortable to retire an initiative but guess what?
- ❖ The decision will be made through intentional discussions and data! Trust your strategic plan:)
- ❖ You might have the opportunity to "reallocate" resources instead of seeking more resources through your budget proposal.

PART 3 – MEASURING SUCCESS



Measure through data and assessment!

How do I know what do I measure for the department's strategic plan?

- Remember those priorities/objectives of the strategic planning process?

Metric of success

EXAMPLE

12 newsletters will be published in 2019-2020

This metric is easily identified through a Key Performance Indicator (KPI) or a simple audit of newsletters.

Wait! What are those assessment plans for?



Measure through data and assessment!

How do we know that the eVOLve newsletter is as effective as it can be?

Outcome

What one should know or be able to do after they interact with the department (program/service/activity)

EXAMPLE - Readers of the eVOLve newsletter will be exposed to at least one educational or professional development resource in every issue.

“**Assessment Plan**” will focus on the eVOLve initiative, which supports Priority 1.

OASI will measure success of the outcome by auditing all eVOLve issues for AY 2019-2020 to verify that at least one educational resource or professional development opportunity was highlighted.

Can we see another example?

How do we know that the Diversity Educators are as effective as they can be?

Outcome

What one should know or be able to do after they interact with the department (program/service/activity)

EXAMPLE - Attendees of the Diversity Educator training will be able to provide one way of confronting prejudices and discrimination by promoting multicultural sensitivity.

“**Assessment Plan**” will focus on the Diversity Educators, which supports Priority 5.

MSL will measure success of the outcome by having attendees write a two minute paper at the conclusion of the training. The prompt will ask for an example of them demonstrating multicultural sensitivity in a classroom setting.

Share your story!

Your department has worked very hard to be intentional about its
"IDENTITY,"
"CHARTING THE COURSE," and
"MEASURING SUCCESS."

It's time to share your progress with all of your stakeholders!

Ways to share:

1. Department Annual Report
2. Host a Data and Dine
3. Develop a webpage to track the success of your strategic priorities.

What are some other ways you have shared your successes?

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Session Assessment

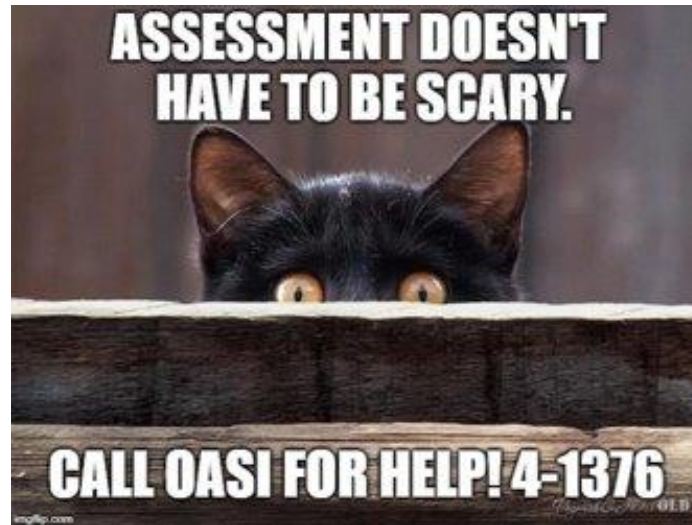
Please use your smartphone to type **srs.campuslabs.com** into any browser.



Connect ID: 16938

Please select a fictitious name:)

Thank you!



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S Y M P O S I U M



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