STRATEGIC ACADEMIC PLANNING
and the
ROLE OF STAFF

Presented to
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By
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Why Engage in Strategic Academic Planning at Case?

Benefits of Strategic Academic Planning:

1. Focuses Case on the future – 2010
2. Will enable Case to meet needs and reach goals
3. Proactively identifies strategic options
4. Promotes communication
5. Adapts to new opportunities
6. Assesses where and how to allocate resources
What Planning Process Are We Following?

The Planning Process:

- Organize For Planning
- Vision & Mission
- SWOT: Internal Environment
- SWOT: External Environment
- Strategic Issues
- Evolution of Plan
- 2010 School Academic Plans
- Budget Planning
- University Plan
Envisioning a New Case Western Reserve University strives to be the most powerful learning environment in the world. We seek to have transformational impact on all who teach, learn, discover and work here so they are prepared and engaged to serve humanity. As a great research university, we must embrace responsible risk-taking in pursuit of bold aspirations for national and global leadership.

**Undergraduate Program**
New liberal learning, enrollment management, CAS investment, SAGES, advising, experiential education and rigorous scholarship

**Graduate, Professional, and Research Programs**
Build on traditional strengths; focus on quality and recognition; faculty, grad student, and post-doctoral support; and New Vision Investments such as BME, Advanced Materials (e.g., fuel cells, and nanotechnology), Business as an Agent of World Benefit, and Entrepreneurship

**Academic Medical Center**
Premier educational and research programs, Case Research Institute, Healthy Cleveland, synergistic affiliations with all Cleveland hospitals

**Institutional Culture and Values**
Excellence and leadership, Cleveland partnerships, empowerment, accountability, entrepreneurship, innovation, responsible risk taking, emphasis on technology transfer, diversity, efficiency

**Campus Environment**
Capacity and quality of space for research, education, and campus life: Master Plan, College Town, Campus Center, North Residential Village, IT environment, enhanced University Circle partnerships, service orientation

**Resources**
Outstanding faculty, students, staff, alumni, trustees, and community partners
University advancement: development, alumni affairs, marketing, communications, and government support
Trustee support and advocacy;
Corporate support and royalties;
Endowment growth

The World’s Most Powerful Learning Environment
Compelling Excellence
Breakthrough Research and Education
The University Strategic Academic Criteria for Investment

National/Global Leadership
Elevate University Stature
Building on Case Comparative Advantages
Prepared to Reallocate Other Resources (faculty/staff/money)

Magnet for External Resources
Important to Humanity
What Is Next?

#1 Deans and Harcourt Group conducted their own SWOT in their Schools/Units - October 15, 2004

#2 Faculty leaders will share the School SWOT and Preliminary School Plan November 30, 2004 Retreat

#3 The Provost and Vice Presidents will conduct Focus Group Sessions with undergraduate students, graduate and post-doctorate students, staff, and alumni during December and January

#4 Faculty leaders and Deans will discuss their Preliminary School Plans at the January 26, 2005 Retreat

#5 Deans will discuss their School Plan with the Board of Trustees February 3, 2005 Retreat

#6 Deans will present their School Plan to the Harcourt Group at the March 17, 2005 Retreat

#7 University plan developed from School plans; Due in May 2005
Now That You Have Some Background …Let’s Talk

**Staff Discussion Questions:**

1. What is unique about Case?
2. What is the true measure of “One University”?
3. How large should our Staff be?
4. How diverse should our Staff be?
5. How can Staff elevate University stature?
6. How can Staff contribute to humanity?
7. How can Staff be prepared to reallocate resources?
8. How can Staff build on Case’s comparative advantage?