

# STRATEGIC PLANNING

Oregon State University  
Division of Student Affairs





# MEET THE TEAM



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**Oregon State**  
University



**transform**.forward



# PROJECT OVERVIEW

Oregon State University has implemented a new strategic plan with ambitious goals for the university to reach by 2030. The Division of Student Affairs saw this as an excellent opportunity for them to engage in a strategic planning process in order to steer their organization toward these shared university goals. The leadership team for the Division of Student Affairs has declared their vision for 2030 sought assistance from a strategic planning expert to guide their next steps in creating a strategic plan.



UNIVERSITY STRATEGIC PLAN 2024-30

# OBJECTIVE AND GOALS

## GOAL 1

Develop a strategic plan spanning from Fall of 2024 through the end of the academic year in 2030.

## GOAL 2

Develop an implementation strategy for the rollout of the plan and continuous monitoring of the plan's progress.

## GOAL 3

Align divisional reporting processes with the strategic plan reporting.



# COMMITTEE STRUCTURE

## Committee Executive Leadership

This is comprised of the two co-chairs for the engagement:

- Maureen Cochran
- Clare Creighton

For this engagement, these will be the decision-makers and voices of senior leadership.

## Committee Heads

When we move forward, there will be sub-groups within the committee based on the CARE framework for implementation.

These individuals will be charged with chairing or co-chairing a CARE group.

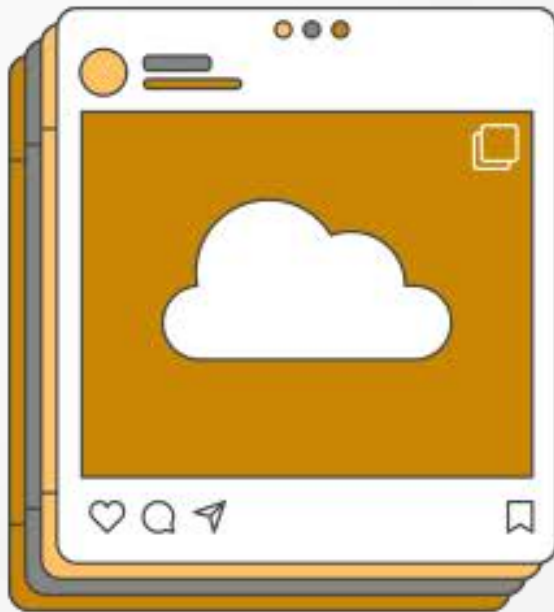
## Committee Members

These are the general members of the committee. They will contribute to group conversations and serve on the various CARE groups as applicable.

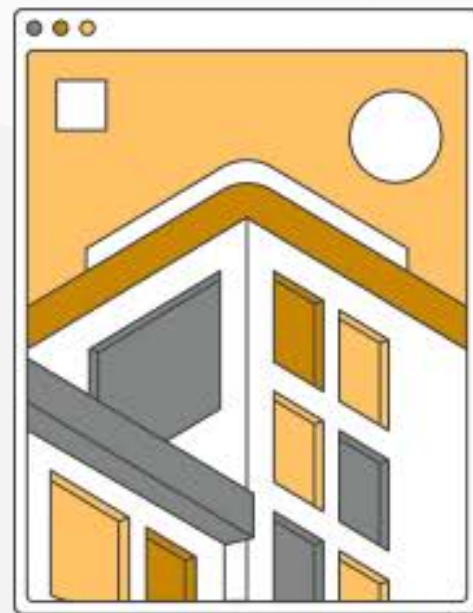
Campus-based members should expect to commit 5 hours per week, on average, to this engagement.

# CARE

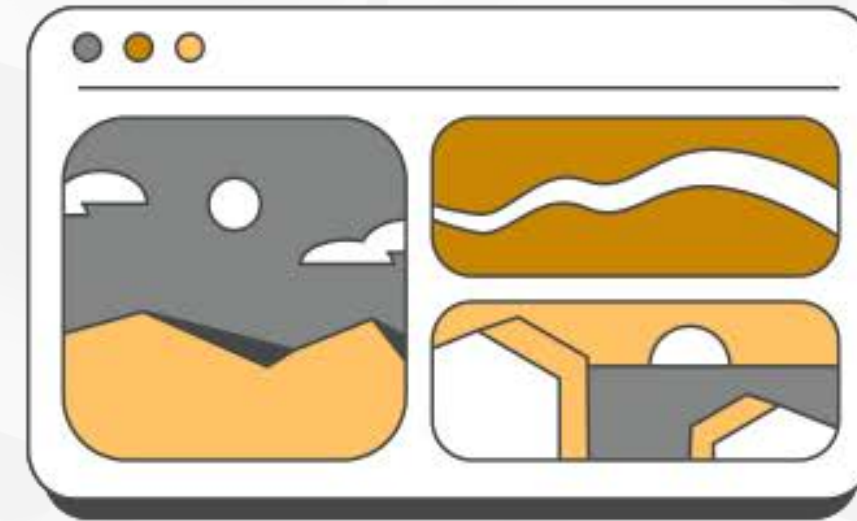
If you don't care about your plan, why should anyone else?



**COMMUNICATE**  
the Vision



**ACTUALIZE**  
the Strategy



**ROLLOUT**  
the Plan



**EVALUATE**  
the Success

# SCHEDULE AND DEADLINES

The project phases below outline the high-level and typical tasks completed with deliverables; however, we will use our initial conversations to refine this timeline.

| January                                  | February                                                                        | March                                   | April                                                       | May                                                      | June                           |
|------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|----------------------------------------------------------|--------------------------------|
| Project Scoping & Committee Finalization | Benchmarking & User Persona Development                                         | Stakeholder Engagement & CARE Formation | Engagement Analysis                                         | Define Focus Areas & Plan Drafting                       | Plan Drafting & Review Process |
| Oregon State Important Dates             | 2/14 - Division meeting<br>2/21 - DLC local retreat<br>2/28 - ELT local retreat | Week of 3/25 - OSU's spring break       | 4/10 - Division of Student Affairs New Employee Orientation | 5/8-5/9 - ELT offsite retreat<br>5/21 - Division meeting | 6/15 - OSU Commencement        |
| July                                     | August                                                                          | September                               | October                                                     |                                                          |                                |
| Finalize Plan                            | Plan Launch                                                                     | Implementation Strategies               | Implementation Strategies & Project Review                  |                                                          |                                |
|                                          | 8/8 - Classified Development Day<br>8/20 - ELT local retreat                    |                                         |                                                             |                                                          |                                |



# QUESTIONS?

Oregon State University  
Division of Student Affairs

