
**Expecting
Excellence**

**The University of
Iowa Strategic Plan
(2022 – 2027)**

**DSL Strategic Plan
Process and Organization**

September 2019



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Expecting Excellence

The University of Iowa Strategic Plan (2022 – 2027)

Office of the President and Office of the Executive Vice President and Provost

Each day the students, faculty, and staff at the University of Iowa expect excellence from themselves, their colleagues, and classmates. It is through high expectations that new and exciting knowledge is acquired daily on the UI campus through groundbreaking research, scholarship, and relationships.

A university is a collective of individuals, units, and colleges striving to increase knowledge within their areas of expertise. The constellation of those areas is what creates a university and it is the actions of those areas that will move a university forward towards excellence. The University of Iowa operationalizes this theory in order to evolve the existing strategic plan towards the UI's next strategic plan.

An impactful strategic plan, which can move an institution forward, is like a university – the whole is greater than the sum of its parts. The University of Iowa's strategic plan will be constructed through a hub and spoke - shared governance and key stakeholders infused process that empowers the units of the university to develop their own strategic plans based upon the following four areas:

- ***Student Success***
- ***Research & Discovery***
- ***Diversity, Equity, & Inclusion***
- ***Engagement***

The confluence of these four areas are critical to the long-term success of the university and vital to the success of the UI's students, faculty, and staff.



Objectives

Expectations

- Set forward vision and strategic direction
- Align to university strategic priorities and metrics
- Engagement as a division in collaboration with key stakeholders

Format/ Timeline

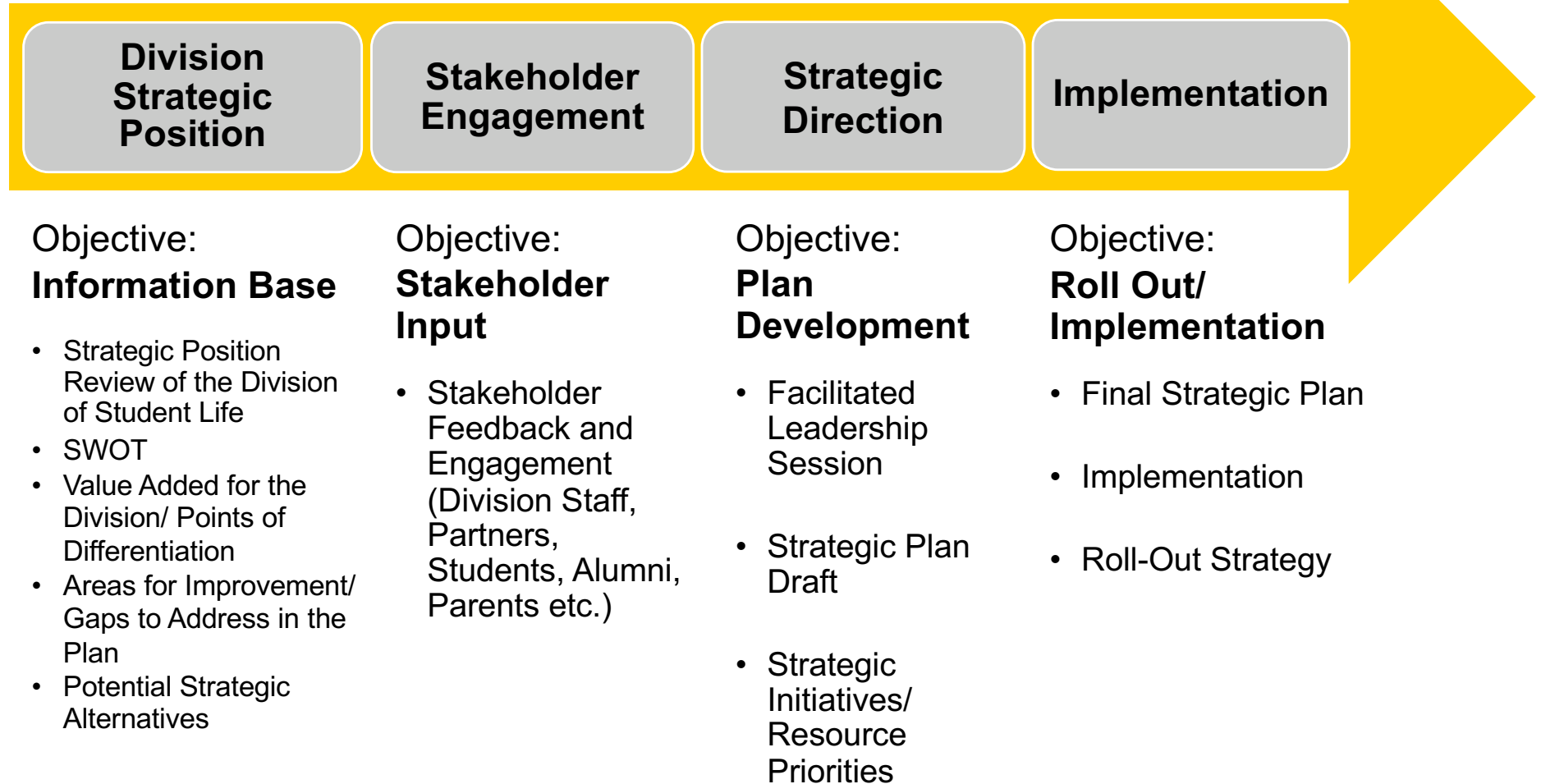
- Format - 3 to 5 goals with success metrics (reasonable, actionable, measurable)
- Initial draft by January 2020; final by February 3, 2020

Uses

- Tell our story as a division
- Set divisional action and resource allocation priorities
- External uses – university strategic plan, campus leadership, philanthropy, accreditation, etc.

Process

The strategic planning process will include four steps:



Planning questions for the retreat – draft for discussion

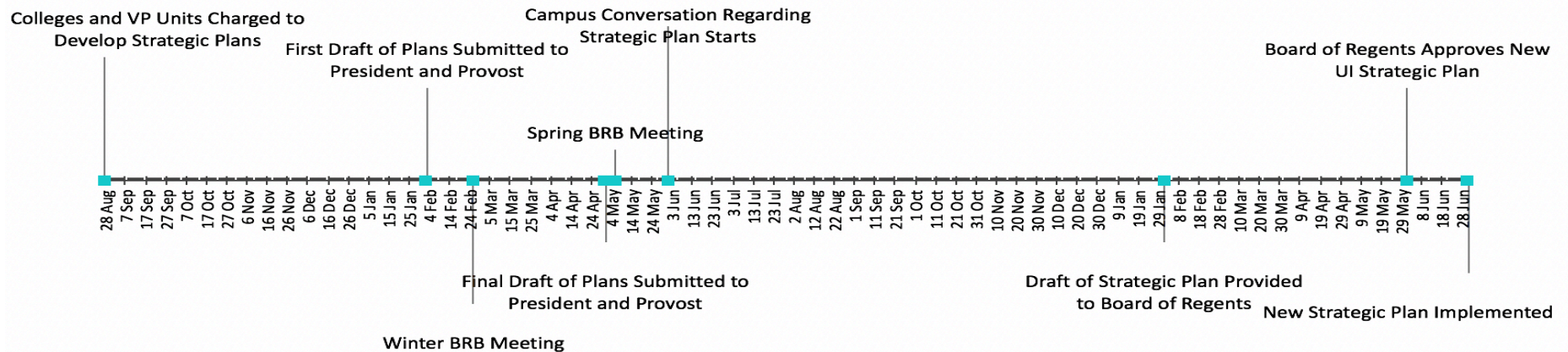
Vision	Focus	Goals and Success Criteria	Action and Resources
What is our vision for the future?	What is our current situation?	How will we succeed in our areas of focus?	What priority actions will we need to take to succeed?
Who do we serve?	How well do we serve our stakeholders?	What do we need to do differently (start, stop and redirect)?	What investments will we need to make to succeed and how will we fund?
What value do we provide?	How are stakeholder needs changing?	How does this translate into strategic goals and a resource plan?	How will we align our annual planning and budget process to support strategic goals?
What is our role in accomplishing the university's strategic plan?	How is our external environment changing?	How will we measure success?	
What signature programs or services make us distinct?	What is the current state of our resource base?		
	Where should we position/ focus our future efforts?		

Timeline

The following high-level timeline will allow for a draft of the strategic plan by February 2020



UI Strategic Plan Timeline



Strategic Plan Milestones

Date	Milestone
8/28/19	Colleges and VP Units Charged to Develop Strategic Plans
2/3/20	First Draft of Plans Submitted to President and Provost
2/26/20	Winter BRB Meeting
5/1/20	Final Draft of Plans Submitted to President and Provost
5/6/20	Spring BRB Meeting
6/1/20	Campus Conversation Regarding Strategic Plan Starts
2/1/21	Draft of Strategic Plan Provided to Board of Regents
6/1/21	Board of Regents Approves New UI Strategic Plan
7/1/21	New Strategic Plan Implemented

Strategic Planning Committee

A committee guides the first phases of the process to prepare for strategic plan development.

COMPONENT	DESCRIPTION
Committee Role	<ul style="list-style-type: none">▪ Confirm a project plan, process, and timeline for the strategic plan▪ Complete a strategic position review of the division▪ Organize and execute stakeholder engagement strategy▪ Prepare for leadership retreat
Goals	<ul style="list-style-type: none">▪ Recommendations to Vice President:<ul style="list-style-type: none">▪ Data-informed Progress Review (Programs, Services)▪ Stakeholder Engagement Themes▪ Relevant External Trends (Students, Peers, Alumni, Parents, Industry)▪ Strategic Position:<ul style="list-style-type: none">▪ Strengths, Challenges, Opportunities, Threats▪ How We Add Value▪ Our Role in the University Strategic Plan▪ Pillars of the Strategic Plan

Deliverables

Deliverables from the strategic planning process include the following:

DELIVERABLE	DESCRIPTION	RESPONSIBILITY	TIMELINE
1. Division Assessment	<ul style="list-style-type: none"> • Strategic position review <ul style="list-style-type: none"> - Data-informed profile of the division - External trends - Stakeholder feedback themes - Strategic assessment 	<ul style="list-style-type: none"> - Planning Committee 	September – December 2019
2. Strategic Plan	<ul style="list-style-type: none"> • Strategic plan draft 	<ul style="list-style-type: none"> - Planning Committee and Leadership Team 	January 2020
3. Strategic Initiatives	<ul style="list-style-type: none"> • Strategic initiatives <ul style="list-style-type: none"> - High-level action plans for 3 to 5 strategic initiatives - Initial resource needs 	<ul style="list-style-type: none"> - Leadership Team 	January 2020
4. Final Draft Plan	<ul style="list-style-type: none"> • Final draft strategic plan 	<ul style="list-style-type: none"> - Leadership Team, Stakeholders 	February 2020/May 1 st , 2020

Next steps

- Confirm Process and Expectations
- Confirm Consultants
- Nominate Planning Committee
- Establish Timeline
- Data Collection

