



# Strategic Planning

CHARTING CENTRAL'S FUTURE



# OPENING REMARKS

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Dr. Zulma Toro, President

# AGENDA

- Objectives for the Strategic Planning Process
- Introduction of Project Champions
- Overview of the Process and Trends
- Timeline
- How to Get Involved
- Questions and Discussion



# THE STRATEGIC PLAN FOR CENTRAL WILL:

- Highlight the University's uniqueness and elements of distinctiveness
- Enhance academic excellence
- Drive strategic investments within the institution
- Provide framework for future growth
- Inform strategy to advocate with elected officials for financial support of the University
- Establish measurable goals and objectives
- Inform a capital campaign



# PROJECT CHAMPIONS

## STEERING COMMITTEE



Strategic Plan Steering Committee  
Committee member roster

University Planning and Budget Committee  
Committee Roster  
Lisa Bigelow, UPBC Chair



UPBC

# CHARTING CENTRAL'S FUTURE: OUR WORK AHEAD

- Seek input from our stakeholders about how well Central is fulfilling our mission and what is important as we look to the future
- Develop a shared understanding of our environment, our challenges and our opportunities
- Identify strategic issues facing Central
- Formulate strategic goals and plans
- Implement our plan and assess our progress

# WHO ARE OUR STAKEHOLDERS

## External

- Alumni Association and Alumni
- Foundation
- Legislators
- Board of Regents
- Neighbors
- Community
- Families of Prospective Students

## Internal

- Students
- Faculty and Staff,
- Families of Current Students
- Senate
- Student Government Association and Graduate Student Association
- Collective Bargaining Units



# MACRO TRENDS

- Demographic shifts impacting enrollment
- Public opinion of the value of college
- State budget pressures
- Cost increases
- Deferred maintenance
- Research funding moderately improving
- “Public universities face more difficulty than private colleges.”

*Moody's*

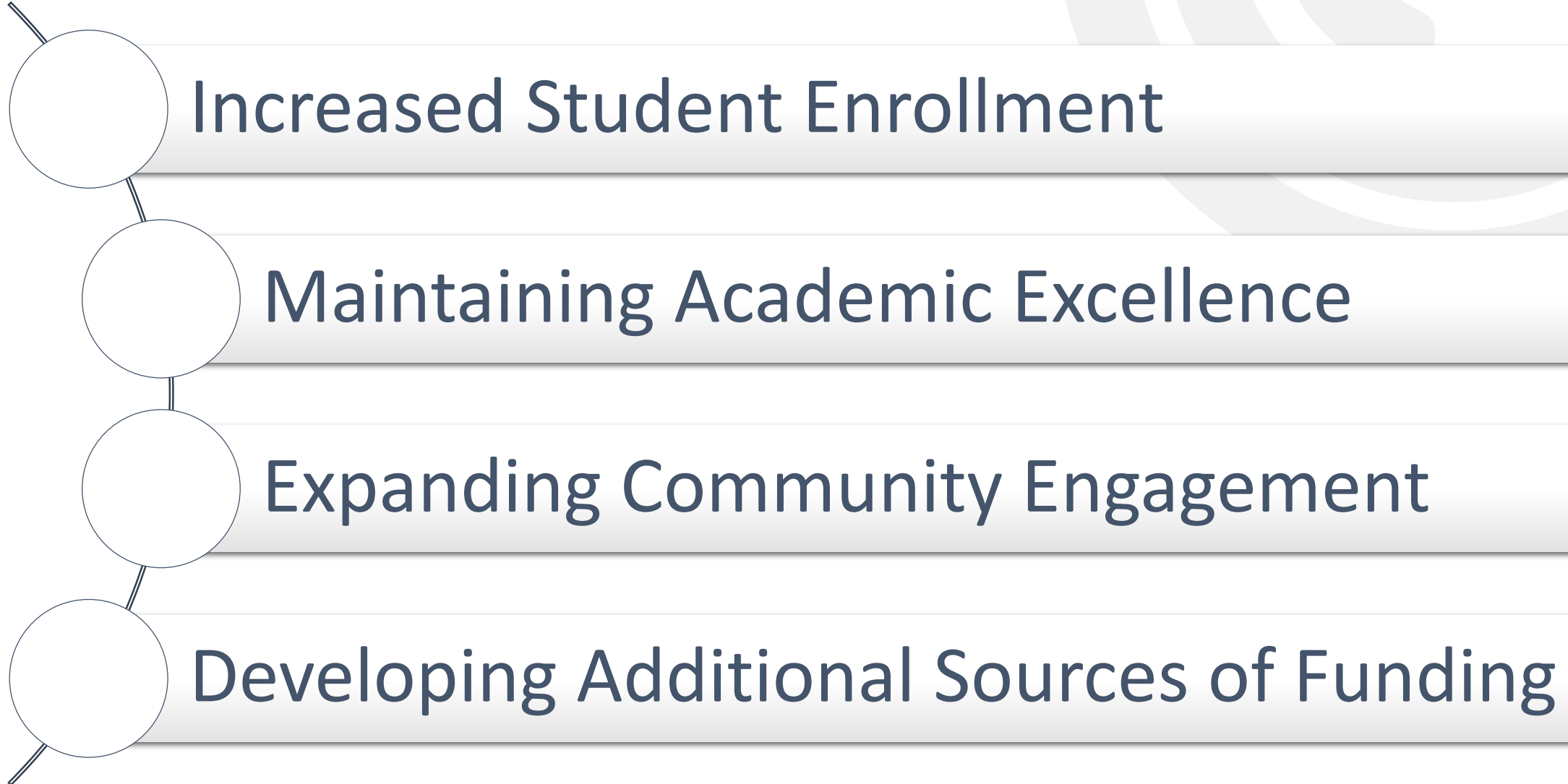




# ADDRESSING THE CHALLENGES

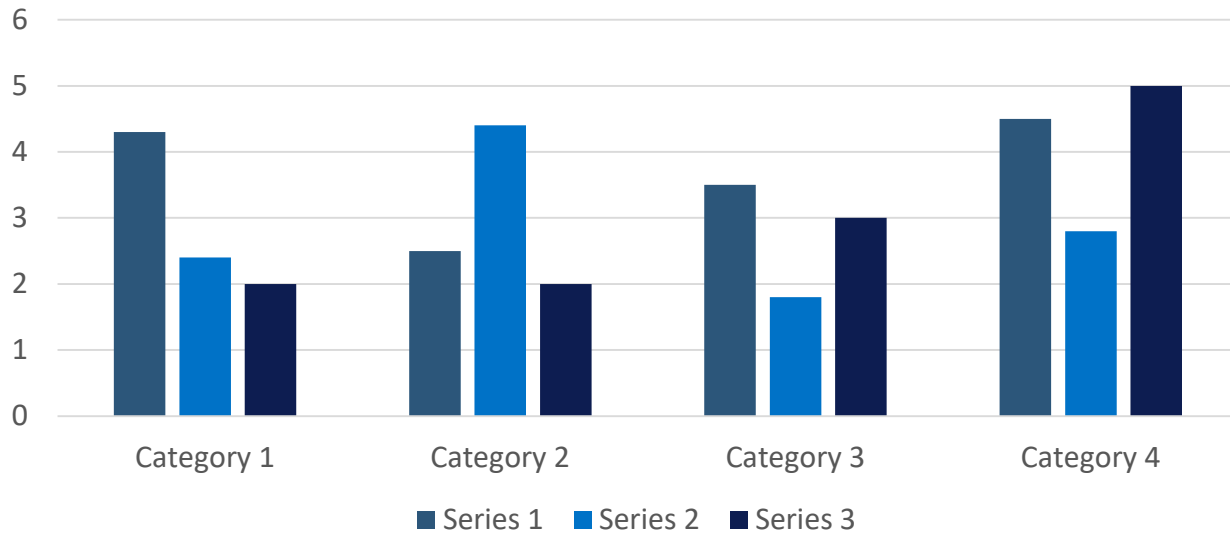


# INTERIM STRATEGIC PLAN



# ACCOMPLISHMENTS TO BUILD UPON

Statistics here



## DEC to JAN

### Planning Preparation

- Communications Plan
- UPBC and Steering Committee Feedback

## JAN to FEB

### Environmental Analysis

- Stakeholder Analysis
- Enrollment & Demographic Trends
- Benchmarking

### Stakeholder Analysis

- Open Forums
- Stakeholder Survey
- Targeted Interviews

## MAR to MAY

### Strategic Themes

- Formulate 3 to 5 Key Strategic Priorities
- Establish Work Groups

## JUN to DEC

### Strategic Plan Review and Adoption

- Financial Models
- Risk Assessment
- Vetting the Plan

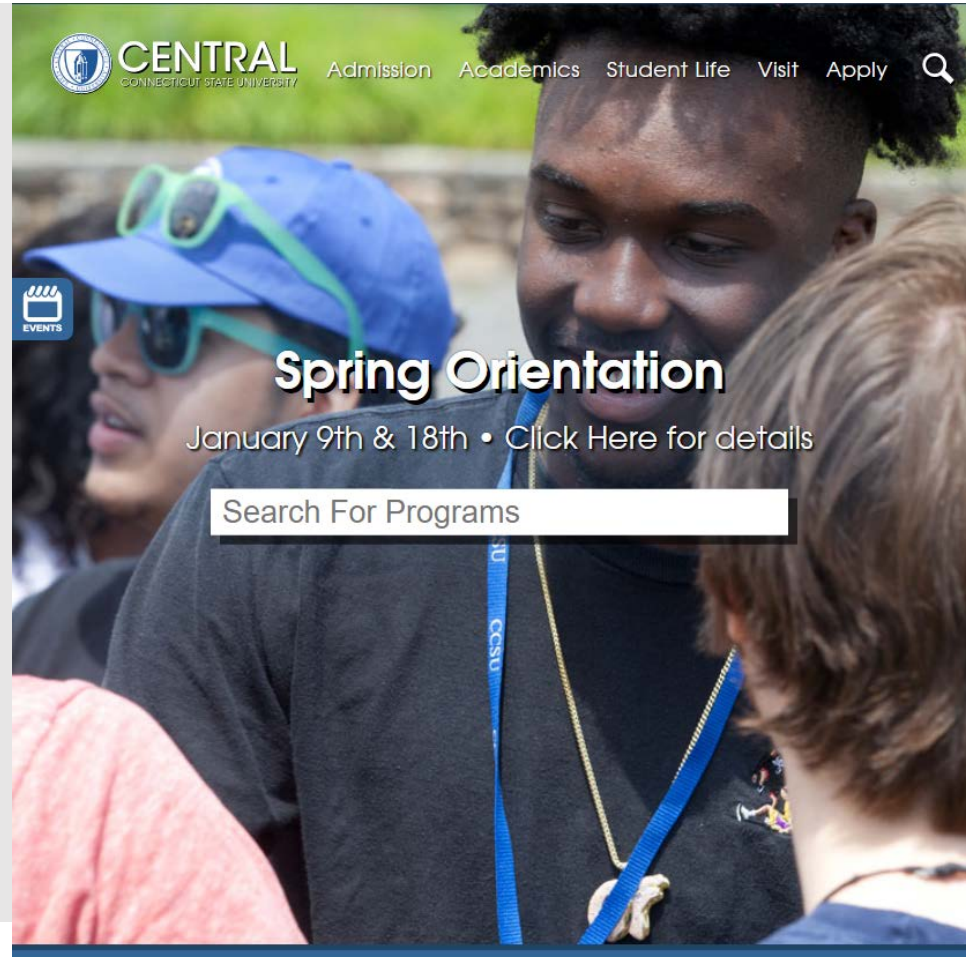
# PLANNING PROCESS AND TIMELINE

# HOW TO GET INVOLVED



## COMMUNICATION

- [www.ccsu.edu/plan](http://www.ccsu.edu/plan)
- Student and Other Newspaper Notices
- Email, Campus Messages
- Open Forums and Discovery Cafes
- Submit ideas and comments to [plan@ccsu.edu](mailto:plan@ccsu.edu)
- Take the stakeholder survey



## WEBPAGE

- Updates
- Stakeholder Survey
- Timeline
- Plan for the Strategic Plan
- Submit feedback
- Interim Strategic Plan
- NECHE Self-Study



# QUESTIONS AND DISCUSSION





# THANK YOU

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[www.ccsu.edu/plan](http://www.ccsu.edu/plan)