

Engaging our Communities

Strategic Planning Committee Retreat
January 21, 2016



How do we engage our communities during this planning process?

Other questions need to be asked first

- How is this process, how is this committee, how is strategic planning in general perceived by our communities?

Waste of time?



“Enough with all the strategic planning.
Get out there and kill something.”

Destined to fail?



“It’s a simple two-part strategy. First, locate the hills. Then head for them.”

Unrealistic?

I'M THINKING OF GETTING INTO THE STRATEGIC PLANNING GAME.



Dilbert.com DilbertCartoonist@gmail.com

IF I UNDERSTAND THE JOB DESCRIPTION, YOU BASICALLY HALLUCINATE ABOUT THE FUTURE AND THEN SOMETHING DIFFERENT HAPPENS.



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YOU ALSO HAVE TO PRETEND IT'S USEFUL.



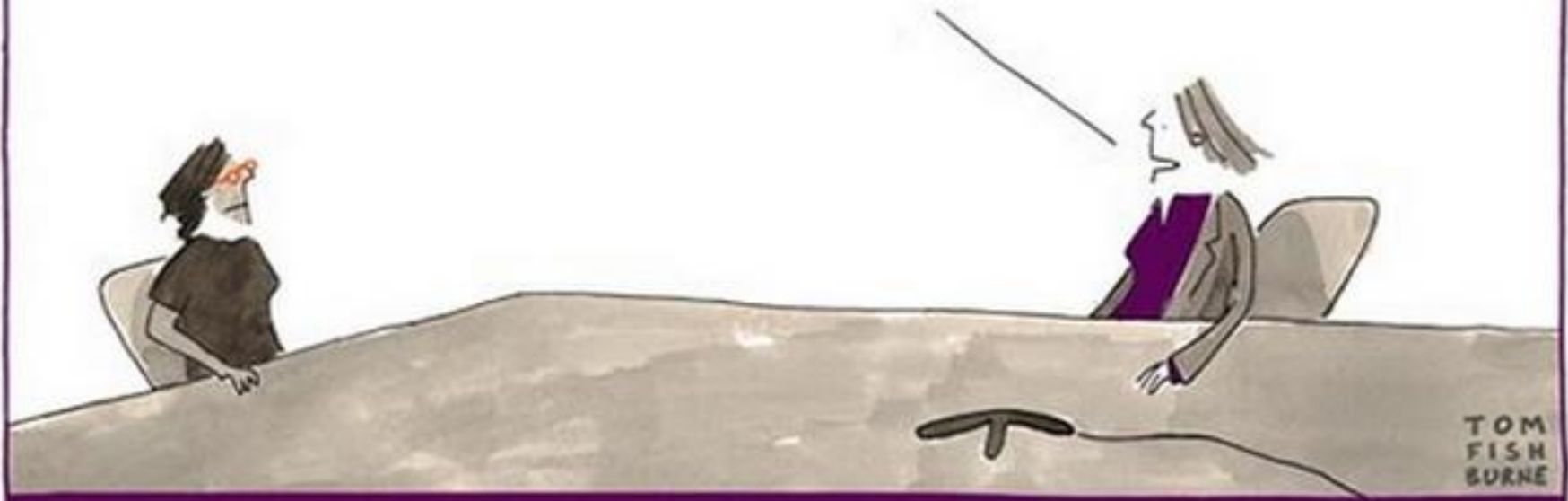
REALLY? THAT SOUNDS HARD.



Unattainable?

Adventures in Community Management

WE DON'T HAVE RESOURCES FOR COMMUNITY ENGAGEMENT. WE'RE USING ALL OUR BUDGET TO BUY SOCIAL NETWORK ADS TO BEG STRANGERS TO TALK TO US.



How do we engage our communities during this planning process?

Other questions need to be asked first

- How is this process/how is this committee/how is strategic planning in general perceived by our communities?
- These perceptions are important as we develop our communication plans

Which stakeholders should be included?

- Internal
 - Faculty
 - Staff
 - Students
- External (Our distributed university puts us in a unique situation)
 - Local education partners
 - Community partners
 - Donors
 - Local, regional and state leaders/elected officials

What do we hope to accomplish by engaging our communities?

- To be transparent
- To be inclusive
- To receive constructive feedback/input
- To motivate/inspire
 - Perhaps engaging stakeholders (especially internally) can increase buy-in
 - Examples: Flag deliveries to cities/counties

How do we best engage?

- Traditional methods (still important)
 - Website: www.utrgv.edu/spc
 - Email: strategic-planning@utrgv.edu
 - Surveys
 - Key is to engage **consistently** with face-to-face interactive meetings that solicit discussion and debate.
 - Make feedback easily available for all stakeholders to read. (Nothing more powerful than reading what others think about your university.)

- Innovative methods
 - Sets expectations for finished product
(If we're innovative in the way we engage, then our SP better be innovative)
 - Examples
 - Themes
 - Branding the strategic planning process to help drum up more engagement
 - Helps erase perceptions

STRATEGIC PLAN:

- Strategic Planning
- President's Overview
- Key Elements
- Assessment Process
- Benchmarking Peers
- State University System Strategic Planning

UCF COLLEGES

- Arts & Humanities
- Business Administration
- Education & Human Performance
- Engineering & Computer Science
- Graduate Studies
- Health & Public Affairs
- Honors

UCF's Collective Impact Strategic Planning

In Fall 2015, university and community leaders launched a strategic planning process to set UCF's trajectory for the next 20 years. In doing so, we will help shape how we can have a greater impact on lives and livelihoods at UCF and throughout the region.

The UCF Board of Trustees and President Hitt charged the Strategic Planning Commission to explore UCF's role in the community through the three dimensions of Philosophy, Value and Distinctive Impact.

Taken together, these dimensions will consider our purpose, the quality our institution provides and areas of excellence that will distinguish UCF from other institutions on the national and international stage. We also will examine how UCF best fits into the education landscape in the state and across the country.

This planning process, aptly named "Collective Impact" because it involves not only internal stakeholders but also members from the community, will take place through Spring 2016. It will involve UCF and community members working together to deliver a road map that will help develop our long-term vision and a 5-year action plan.

Commission Dimensions

The Strategic Planning Commission dimensions were created in collaboration with several members of the UCF Board of Trustees and the UCF President and Provost's offices. They include:

Philosophy: A fundamental understanding of an institution's purpose that guides its decision-making. A philosophy is informed by the past – by an institution's self-identity and its role within the community – but it is not constrained by it. Philosophy establishes culture and shapes people and products; it states what we collectively believe, what we value, and who we are. Examples of this dimension in action could include the university's five goals or UCF's academic mission devoted to access and student success.

How you can get involved

Strategic planning is at its best when its findings are put to use, reassessed over time to adapt to changes – and when the collective voices from all stakeholders are involved. We will be hosting the following open forums to discuss the planning process and solicit input.

UCF Stakeholder Meeting (hosted with Faculty Senate)

Monday, Oct. 26, 2015

UCF Student Union, Key West Ballroom

9-11 a.m.

Community Stakeholder Meeting

Tuesday, Nov. 10, 2015

Cocoa City Hall

8-10 a.m.

UCF Stakeholder Meeting (hosted with Faculty Senate)

Thursday, Nov. 12, 2015

UCF Student Union, Key West Ballroom

9-11 a.m.

Community Stakeholder Meeting

Tuesday, Nov. 17, 2015

Harry P. Leu Gardens

8-10 a.m.

Collective Impact – Shaping UCF’s Future

Wednesday, December 2, 2015 3 p.m. to 4:30 p.m.

All UCF students are invited to contribute their ideas during an open discussion about UCF’s vision and future impact in Central Florida and across the community. In October, university and community leaders launched a strategic planning process to set UCF’s trajectory for the next 20 years. In doing so, we’ll help shape how we can have a greater impact on lives and livelihoods throughout the region. This forum will be an open discussion about UCF’s short- and long-term opportunities, challenges and areas of unique strength. Together, we’ll consider our purpose, the quality our university provides and areas of excellence that distinguish UCF from other institutions on the national and international stage. We will also examine how UCF best fits into the education landscape in the state and across the country. Learn more about strategic planning at <http://ucf.edu/strategic-planning>



WE HAVE
NEVER SETTLED.
NEVER WILL.

WATCH VIDEO

- Innovative methods
 - Social Media
 - Create SP Facebook page for stakeholder to provide updates and obtain input
 - Instead of a forum, what about Q&A session on Twitter
 - Other technology
 - How can we use our talented video teams and our livestream webpage
 - Feedback video booths on campus
 - Communications network
 - SP communications ambassadors sprinkled throughout our campus

Group Exercise

- Answer these questions about your stakeholder ...
 - What is their perception about this process?
 - What do we hope to accomplish by engaging this stakeholder?
 - Do they prefer traditional or innovative engagement methods?
 - Develop a theme for our SP process that would best engage your stakeholder?
 - What are three methods you can use to best engage this stakeholder?