

STRATEGIC PLANNING UPDATE

Visit: kwc.edu/strategic





AGENDA:

- Process
- Timeline
- Exercise

Kentucky Wesleyan's 2025-2028 Strategic Plan

- Phase 1: Collection
- Phase 2: Refinement
- Phase 3: Structure
- Phase 4: Revisions



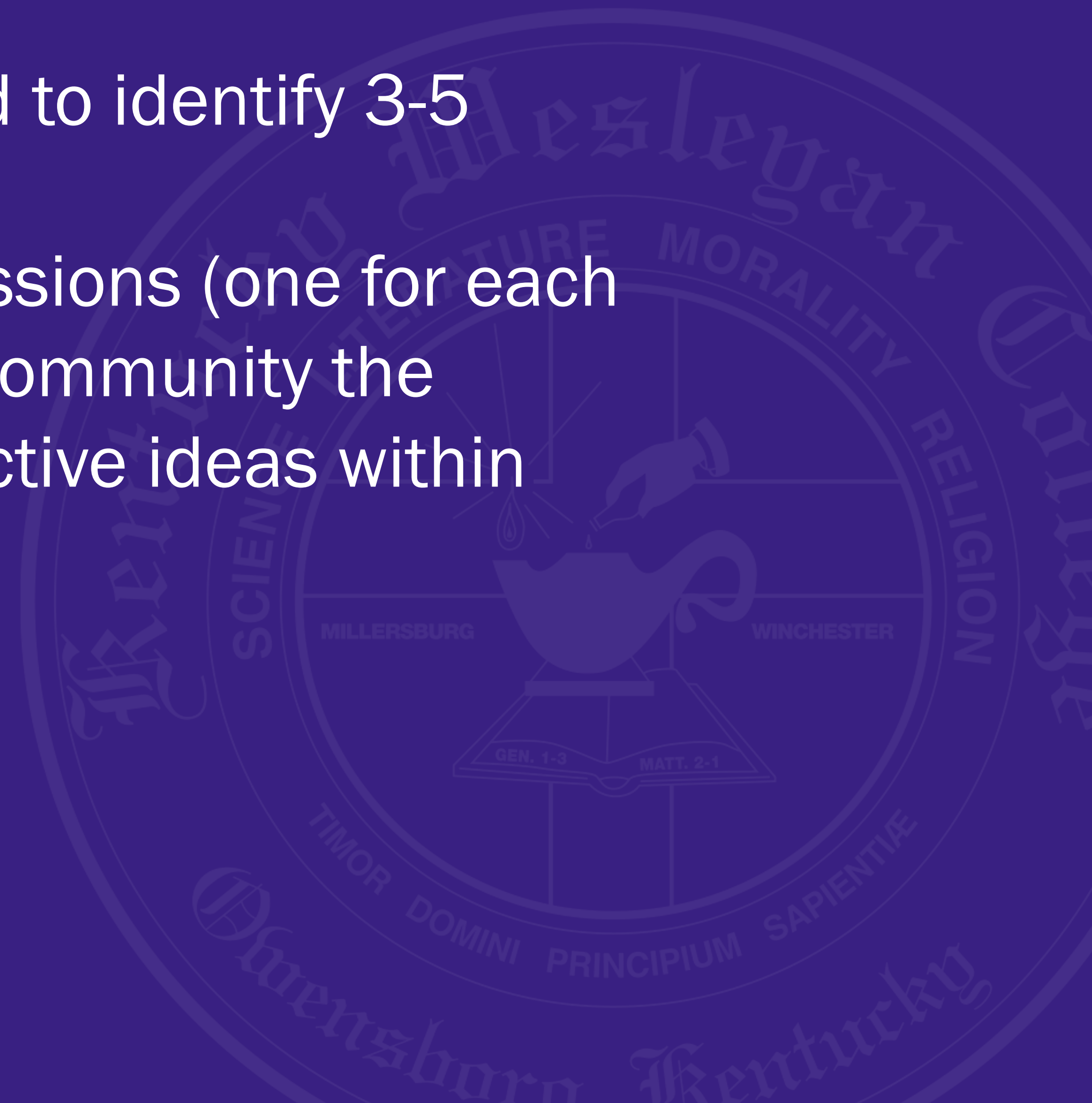
Phase 1: Collection

- SWOT Survey to Campus Community (closes June 8)
- In-person and Virtual Listening Sessions (extending into Fall semester)
- Institutional Data Prepared and Distributed



Phase 2: Refinement

- Data gathered in Phase 1 used to identify 3-5 thematic areas.
- A second round of listening sessions (one for each thematic area) gives campus community the opportunity to hone their collective ideas within each theme.



Phase 3: Structure

- Area of strategic emphasis become “Strategic Priority Statements” with distinct goals, objectives, action plans, and metrics.



Goal 1: [Goal Title]

Objective 1.1

Initiative: [Initiative Title]

- Description
- Responsible Division/Unit
- Resources Required
- Key Performance Indicators (KPIs)
- Benchmarks and Milestones

Action Plan

- Timeline
- Detailed steps with assignment of responsibilities

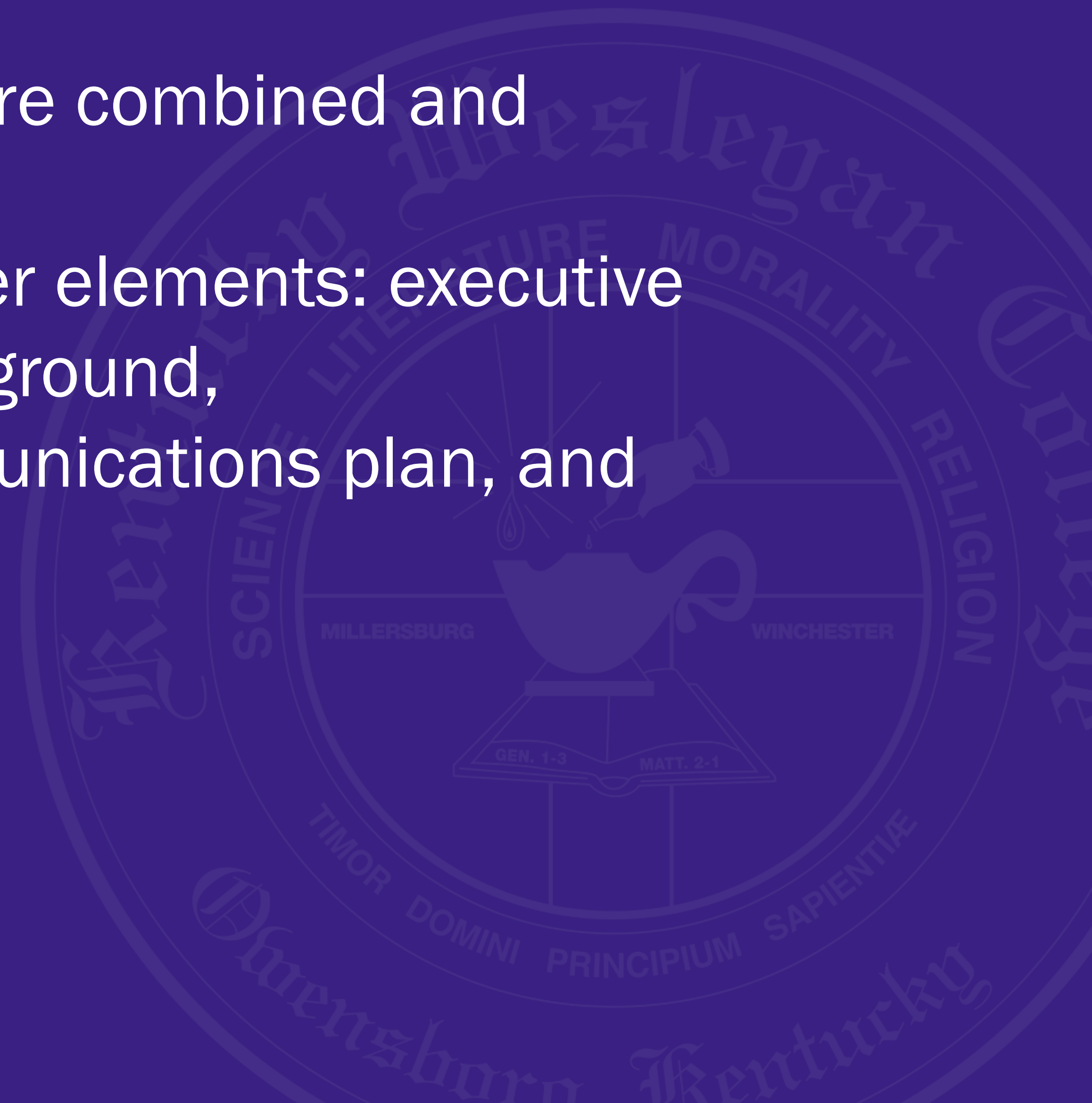


<Institution Name>
Strategic Plan Implementation Table
Year 1 of 5
2022-2023

Cornerstone	Mission	Strategies	Tactics (Service Review Outcomes)	Service Review Standard	Service Review	Status at end of Cycle	SACSCOC Standard Connections
(1) Academic Success	Each student will find that ----- College provides quality instruction, academic support services, and appropriate resources in an environment that facilitates learning.	(A) Hire quality faculty and provide professional development opportunities to support instruction.	(1) Advertise faculty positions in such a way that we get an applicant pool that is qualified and diverse.	7.3	Human Resources	Not Achieved	6.3
			(2) Budget funds to send seven faculty to regional or national conferences and market this opportunity so faculty take advantage of the opportunity.	8.2.c	Academic Affairs	Partially Achieved	6.5, 13.2
			(3) Faculty returning from a regional or national conference will lead an in-house professional development session within one semester of the conference.	8.2.c	Academic Affairs	Partially Achieved	6.5
		(B) Provide up-to-date equipment in laboratory and simulation learning environments.	(1) Create and execute a sustainable plan to refresh student microscopes on a set schedule funded by laboratory fees.	8.2.c	Department of Biology and School of Nursing		

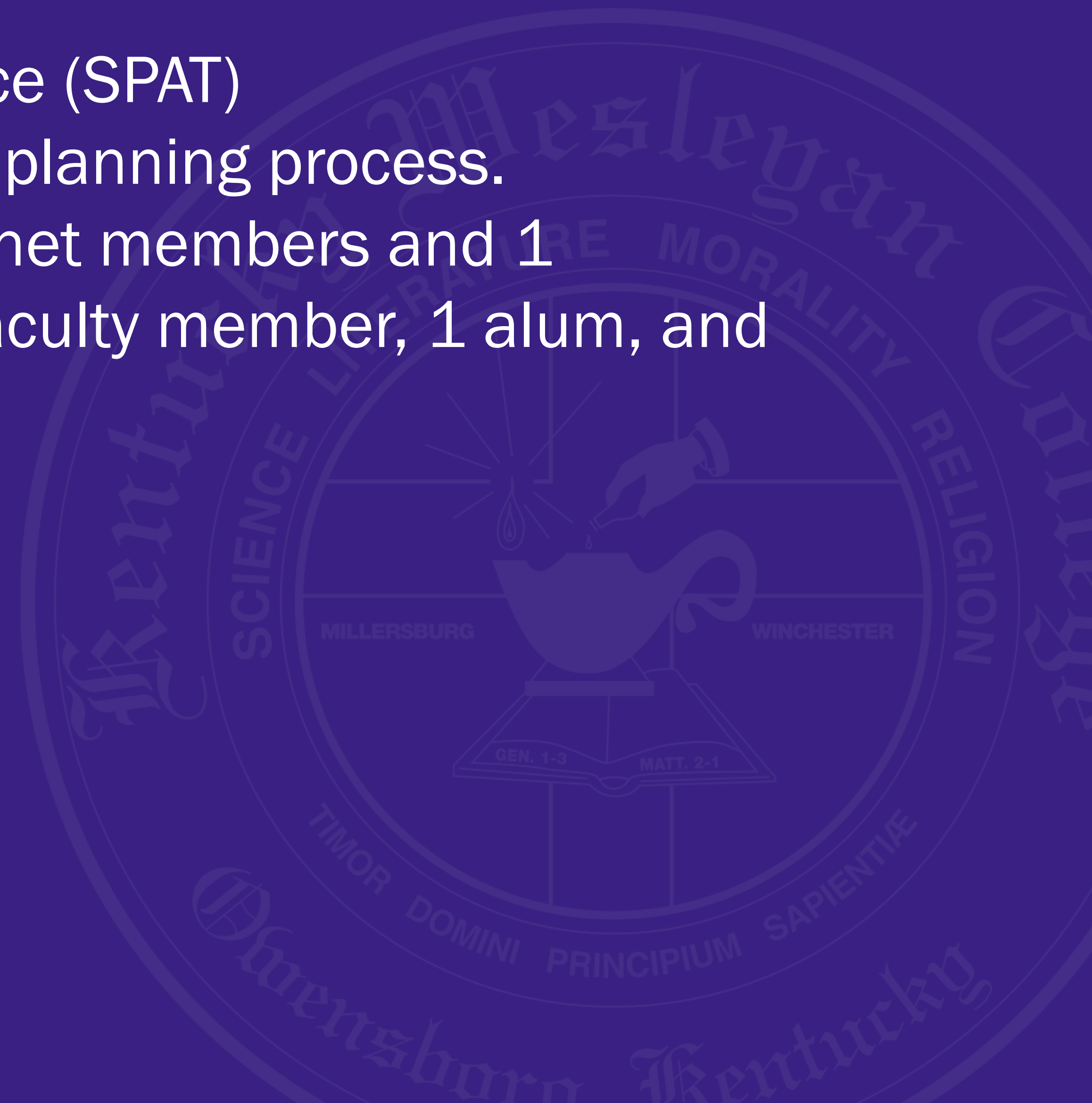
Phase 4: Revisions

- Strategic Priority Statements are combined and evaluated in the aggregate.
- The plan is packaged with other elements: executive summary, organizational background, environmental analysis, communications plan, and appendices.



SPAT and TAC

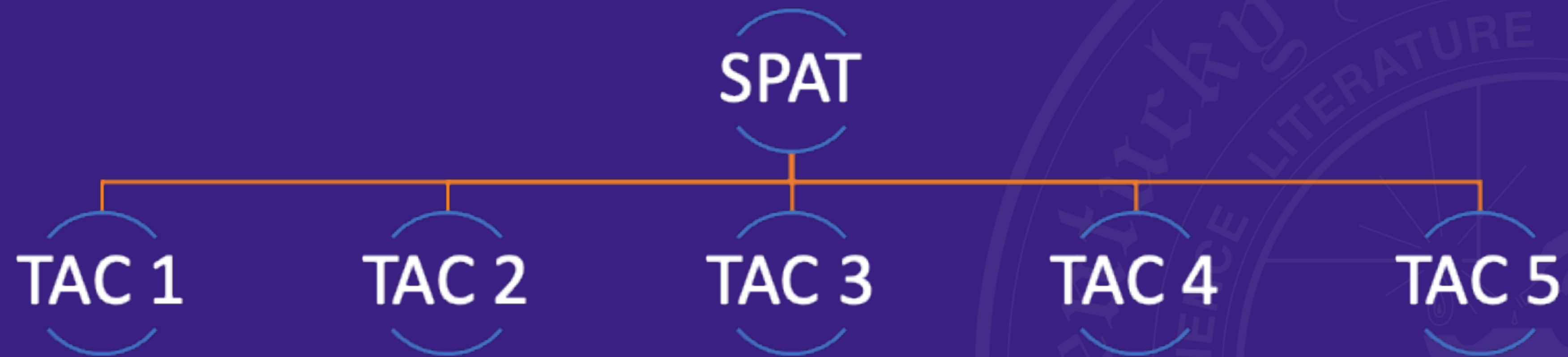
- Strategic Planning Action Taskforce (SPAT)
 - Oversees the entire strategic planning process.
 - Comprised of all current cabinet members and 1 student, 1 staff member, 1 faculty member, 1 alum, and 1 trustee.



SPAT and TAC

- Strategic Planning Action Taskforce (SPAT)
 - Oversees the entire strategic planning process.
 - Comprised of all current cabinet members and 1 student, 1 staff member, 1 faculty member, 1 alum, and 1 trustee.
- Thematic Action Committees (TACs) play a key role in Phase 2.
 - SPAT oversees information collection and creates thematic areas, TACs will help build out these areas by leading listening sessions organized by thematic area.
 - TACs take information gathered and develop strategic priority statements for their areas.

SPAT and TAC





Community Survey Reviewed and Distributed (SPAT)

1 month
5/8/2024 - 6/7/2024

Community Listening Sessions

1.8 months
6/8/2024 - 8/1/2024

TAC Listening Sessions

1.2 months
8/1/2024 - 9/6/2024

Strategic Priority Statements Created (TACs)

1.8 months
9/9/2024 - 11/1/2024

Statements Reviewed, Revised, and Combined (SPAT)

1.6 months
11/2/2024 - 12/19/2024

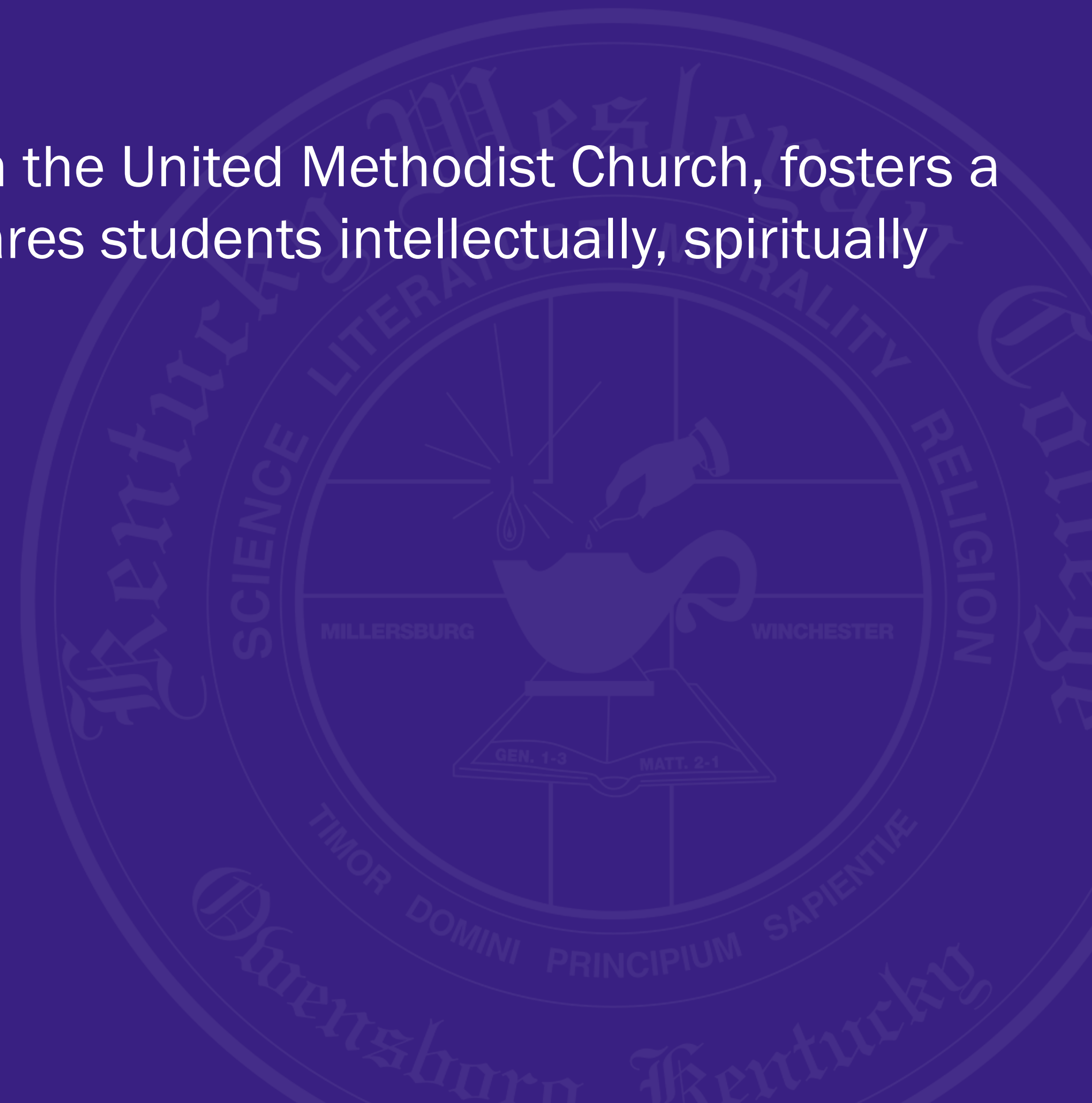


KENTUCKY
WESLEYAN

Mission Exercise

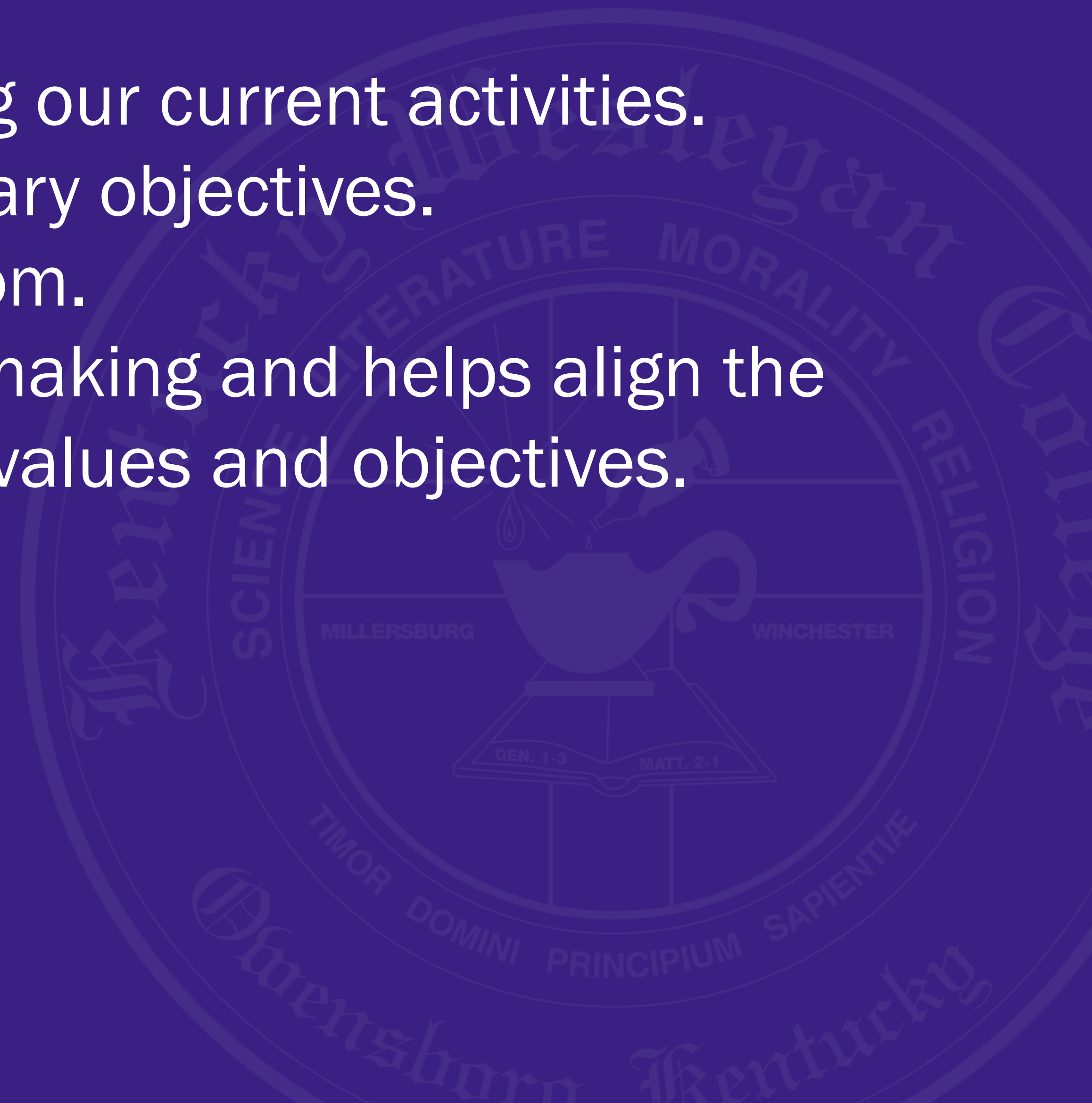
WHAT IS OUR MISSION STATEMENT?

Kentucky Wesleyan College, in partnership with the United Methodist Church, fosters a liberal arts education that nourishes and prepares students intellectually, spiritually and physically to achieve success in life.



WHAT IS A MISSION STATEMENT?

- Grounded in the present, describing our current activities.
- Defines our core purpose and primary objectives.
- Focuses on what we do and for whom.
- Provides a framework for decision-making and helps align the organization's actions with its core values and objectives.



WHAT IS A VISION STATEMENT?

- Articulates long-term aspirations and desired future state; what we aim to achieve in the future.



MISSION STATEMENTS

"Princeton University advances learning through scholarship, research, and teaching of unsurpassed quality, with emphasis on undergraduate and doctoral education that is distinctive among the world's great universities, and with a pervasive commitment to serve the nation and the world."

"The mission of the University of Chicago is to enrich human life through the growth of knowledge. In a spirit of free and open inquiry, the University's scholars take an interdisciplinary approach to research that spans arts to engineering, medicine to education."

STATEMENTS OF VALUE AND PURPOSE

- Information from KWC.edu
- Kentucky Wesleyan's Charter
- Wesleyan Way
- Current Mission
- Bulletin
- Handbooks (student, faculty, staff)



- Step 1: Working individually, circle 15 keywords/phrases from the list.

Partnership with United Methodist Church	Live ethically	Do everything with honor
Liberal arts education	Adapt to complex and rapidly changing world	Support each other
Prepares students intellectually	Every student is our top priority	Compete with integrity
Prepares students spiritually	One goal-graduation	Love each other
Prepares students physically	Personalized journey	Values
Achieve success in life	Close-knit community	Promotion of Religion
Think critically	Vibrant campus	Collaborative programs
Communicate effectively	Freedoms	Exciting service opportunities
Exciting leadership opportunities	Welcoming campus	Promotion of morality
Individual self-direction	Rights	Connectional programs

- Step 1: Working individually, circle 15 keywords/phrases from the list.
- Step 2: Working in groups of 3-6, merge your lists and consolidate into 5 keywords/phrases.

Partnership with United Methodist Church	Live ethically	Do everything with honor
Liberal arts education	Adapt to complex and rapidly changing world	Support each other
Prepares students intellectually	Every student is our top priority	Compete with integrity
Prepares students spiritually	One goal-graduation	Love each other
Prepares students physically	Personalized journey	Values
Achieve success in life	Close-knit community	Promotion of Religion
Think critically	Vibrant campus	Collaborative programs
Communicate effectively	Freedoms	Exciting service opportunities
Exciting leadership opportunities	Welcoming campus	Promotion of morality
Individual self-direction	Rights	Connectional programs

- Step 3: Work together to consolidate

Partnership with United Methodist Church	Live ethically	Do everything with honor
Liberal arts education	Adapt to complex and rapidly changing world	Support each other
Prepares students intellectually	Every student is our top priority	Compete with integrity
Prepares students spiritually	One goal-graduation	Love each other
Prepares students physically	Personalized journey	Values
Achieve success in life	Close-knit community	Promotion of Religion
Think critically	Vibrant campus	Collaborative programs
Communicate effectively	Freedoms	Exciting service opportunities
Exciting leadership opportunities	Welcoming campus	Promotion of morality
Individual self-direction	Rights	Connectional programs

- Step 4: Drafting

Our mission is...

- Purpose, Value Proposition, Core Activities, Values and Ethics.



