

# “PLANNING”

## CREATING A CULTURE OF EVIDENCE

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## PLANNING IS . . .

- The foundation/purpose upon which to build;
- The diagram or scheme for making, doing or arranging something;
- A roadmap to a destination.

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# A STRATEGIC PLAN

- A disciplined, coordinated, systematic and sustained effort that enables an organization (PVAMU) to fulfill its mission and achieve its vision.
  - Forecasting for a five-year time span (2008-2013).
  - Annually reviewing progress (09/10/11/12).
  - Biennially updating and documenting results (2010/2012).

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# A STRATEGIC PLAN

- Enables an organization to establish:
  - Imperatives – broad statements of intent.
  - Goals – broad statements of direction.
  - Strategies – plans of action to accomplish goals.
  - Performance Measures – management tools that monitor progress and document results.

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# CREATE

- To make.
- To originate.
- To stimulate.
- To cause to come into existence.
- To bring about.

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# INSTITUTIONAL CULTURE

- The internal environment and organizational structure impacting planning includes:
  - Policies, rules and regulations, and procedures that guide performance and institutional effectiveness;
  - Leadership that creates an organizational environment in which performance is clearly defined and effectiveness systematically measured;

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# INSTITUTIONAL CULTURE

- The internal environment and organizational structure impacting planning includes:
  - Management that encourages and supports individual and team involvement in identification of critical issues and problem solving;
  - Actions implemented that recognize innovation, creativity and sustained performance by individuals and groups, thus, the empowerment of organization members;
  - Communication of institutional mission, vision, shared values, and goals that reinforce purpose and minimize conflict;

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# INSTITUTIONAL CULTURE

- The internal environment and organizational structure impacting planning ensures:
  - Recognition that the organization is
    - an amalgamation of the life experiences of each member, before and since joining the organization;
    - an unstructured collection of interpersonal relationships and interactions among members that reinforces the language, symbols, and surroundings that characterize everyday behavior and that serve as motivators and morale enhancers;
    - a collection of the actions implemented to assess individual performance and the success of the organization.

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# INSTITUTIONAL CULTURE

The external environment and organizational structure impacting planning is **SACS**.

The Southern Association of Colleges and Schools, Commission on Colleges, is the regional accreditation body for PVAMU.

**SACS** expects adherence to the

- Principles and Philosophy of Accreditation
- Core Requirements
- Comprehensive Standards
- Federal Requirements

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# INSTITUTIONAL CULTURE

The external environment and organizational structure impacting planning is **SACS Core Requirement 2.5**, which states that:

“The institution engages in ongoing, integrated, and institution-wide research-based **planning** and evaluation processes that incorporate a systematic review of programs and services that

- a) results in continuing improvement, and
- b) demonstrates that the institution is effectively accomplishing its mission”.

(Reference: Resource Manual for the Principles of Accreditation: Foundations for Quality Enhancement, SACS-COC, 2005).

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# INSTITUTIONAL CULTURE

**SACS Core Requirement 2.5** expects that the institution will provide documentation of effectiveness within the organization by providing a description of the planning and assessment process with a time line revealing:

- How and when it functions with a list of persons and/or committees that play key roles in the process, i.e., faculty, staff, students, and other stakeholders;
- How the process informs budgeting decisions, i.e., budgeting procedures and presentations;
- How programs and services are regularly reviewed ;
- How the process has resulted in improvement in services and programs at the institution with specific examples from the various departments, divisions, and units of the institution.

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# A COMPARISON OF PLANNING RATIONALE

## SACS Core Requirement 2.5

**Institutional Effectiveness** is the systematic, explicit, and documented process of measuring performance against mission in all aspects of an Institution - all programs, services, and constituencies, and is strongly linked to decision making, including budgeting. The planning and evaluation system is scheduled at periodic intervals that make sense for the institution and its mission.

## TAMUS Policy 03.01 - Mission, Vision, Core Values and Strategic Planning

**The Strategic Planning Framework** is a proactive, comprehensive, and coordinated process, the purpose of which is to serve as a bridge between mission and vision by producing a roadmap to the future, aligning resources, fostering collaboration, enhancing communication, producing synergy of efforts, linking budgets and planning, and integrating enterprise risk management.

Annual plan review and feedback is expected.

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# A CULTURE OF EVIDENCE

- Links effectiveness to the land grant mission of teaching, research and service.
- Links effectiveness of the mission to the vision of providing 1) educational programs for diverse audiences at all levels of study; 2) a research agenda that includes basic and applied methods for the creation, dissemination and assessment of new knowledge and practice in the fields of study offered; and 3) service programs that support leadership development and a service learning and community outreach agenda.

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# A CULTURE OF EVIDENCE

Links effectiveness to the core values of

- Access and Quality
- Diversity
- Leadership
- Relevance
- Social Responsibility
- Accountability

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# A CULTURE OF EVIDENCE

Links effectiveness to ten goals and supporting objectives that focus on:

- Strengthening the quality of academic programs that contribute to student success and improve the academic indicators of the student body;
- Increasing basic and applied research;
- Strengthening the athletics and advancement programs, including fund-raising;
- Increasing the visibility and awareness of the university among all stakeholders; and
- Achieving and maintaining financial stability, increasing the efficiency of university operations, and strengthening environmental health and safety programs.

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# A CULTURE OF EVIDENCE

Proof that STRATEGIC PLANNING is an alignment of the

- teaching functions by appropriately credentialed faculty that design innovative curricular and use multiple instructional strategies that address varied learning styles among students **with** the learning functions that are designed to prepare graduates for career initiation and/or movement to graduate and/or professional school, therein establishing the foundation for career advancement and creating a thirst for lifelong learning.

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# A CULTURE OF EVIDENCE

Proof that STRATEGIC PLANNING is an alignment of the

- research functions by the community of scholars that utilize scientific methods of inquiry for the discovery of new knowledge (basic research), and the utilization and assessment of knowledge to demonstrate use of best practices (applied research) **with** guidance and reinforcement of student learning outcomes among the academically talented, the traditionally prepared achiever, and the under-prepared student.

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# A CULTURE OF EVIDENCE

Proof that STRATEGIC PLANNING is an alignment of the

- service functions which guide and document engagement of the total university community **with** promotion of active participation in constructive social change through volunteerism, leadership, and civic action.

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# A CULTURE OF EVIDENCE

Proof that STRATEGIC PLANNING is an alignment of the

-management function **with** the accountability function that helps to

ensure the identification, recruitment, retention and development of a community of scholars and support personnel that are committed to continuous quality without compromise for the total institution.

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# “PLANNING”

## CREATING A CULTURE OF EVIDENCE

### PRAIRIE VIEW A&M UNIVERSITY

An institution of the first class that

### MUST

engage in continuous **planning** that **creates a culture of evidence** in an ongoing process that demonstrates a climate of continuous **quality** improvement and **enhancement**, without compromise.

THANK YOU!

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