



Strategic Planning - Introduction

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A question for you:

Why do some universities perform better than others?





The answer :

Among many other reasons, the main reason is **“having a realistic strategic plan”**

- What is strategic planning?

?



What is Strategic Planning?

- Strategic planning determines
 - where should the university go over the next 5 years
 - how university is going to get there and
 - how we know whether our university reached there.



What is the importance of the strategic plan?



Importance of having a strategic plan for the university



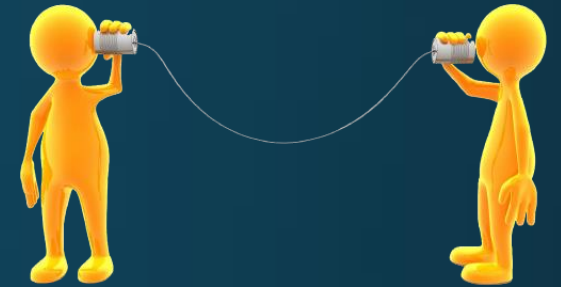
- clearly define the purpose of the university (mission)
- establish realistic goals towards to achieve the vision through the mission
- establish the objectives consistent with the mission in a defined time frame within the university's capacity for implementation (SMART objectives).





Importance of having a strategic plan for the university

- communicate those goals and objectives to the university community.
- develop a sense of ownership of the plan.
- ensure the most effective use is made of the university's resources by focusing the resources on the key priorities.



Organization's goals



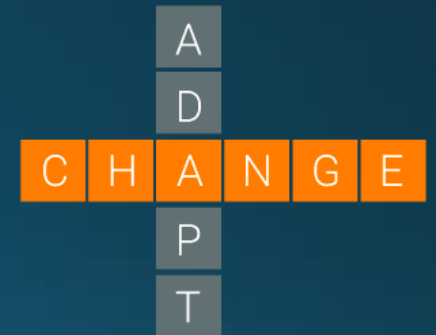
Own well-being





Importance of having a strategic plan for the university

- provide a base from which progress can be measured
- establish a mechanism for informed change when needed.
- bring together of everyone's best and most reasoned efforts in building a consensus about where the university is going.





Importance of having a strategic plan for the university (cont.....,)

- provides clearer focus of university, producing more efficiency and effectiveness
- bridges staff and top administration (VC, Registrar, Deans, Librarian, Bursar etc.)
- builds strong teams within the university





Importance of having a strategic plan for the university (cont.....,)

- provides the glue that keeps the senate and council together
- produces great satisfaction among staff around a common vision
- increases productivity through increased efficiency and effectiveness
- solves major problems



Strategic Pyramid





Thank
You!!!