

6-2014

Visions, Missions, and Strategic Plans 101

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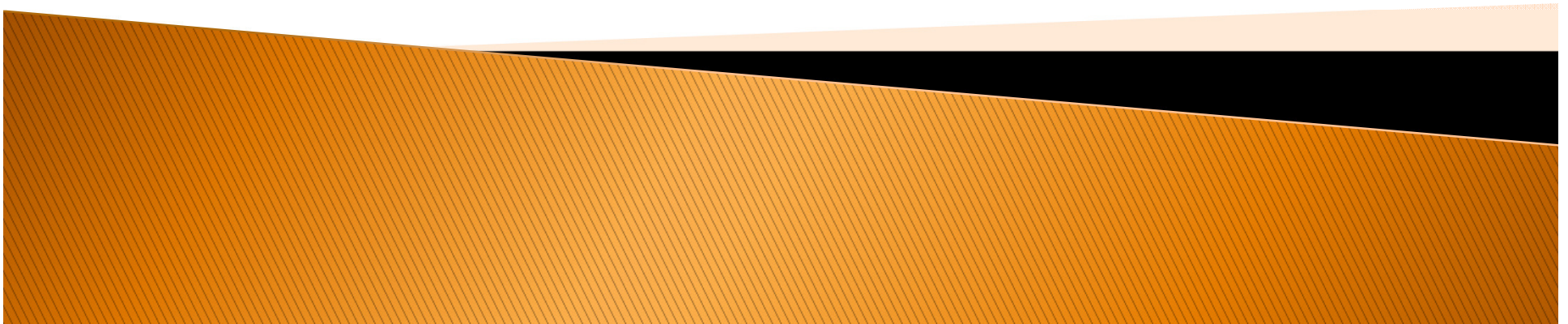
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Caro, M. J., & Casey, A. M. (2014). Visions, Missions, and Strategic Plans 101. , (). Retrieved from <https://commons.erau.edu/db-records-registration/2>

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Visions, Missions, and Strategic Plans 101

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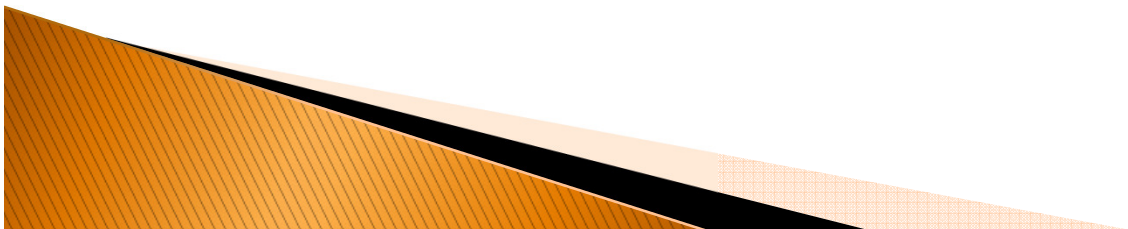
Embry-Riddle Aeronautical University



Daytona Beach, Florida

Prescott, Arizona

Worldwide



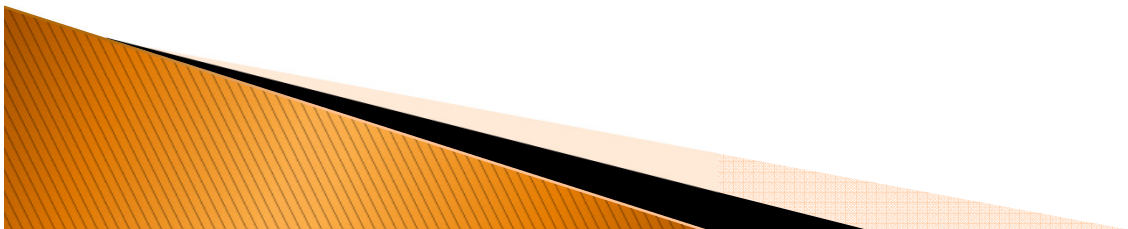
Who We Are...

- ▶ **Daytona Beach Campus:**
 - Total Enrollment – Over 5,000 students
 - 72% Male, predominantly traditional-age students
 - 20% International
 - Two most popular programs:
 - BS in Aeronautical Science
 - BS in Aerospace Engineering
- ▶ **Prescott, AZ Campus:**
 - Total Enrollment – Just under 2,000 students
- ▶ **Worldwide Campus:**
 - 155 locations worldwide; 25,000 students



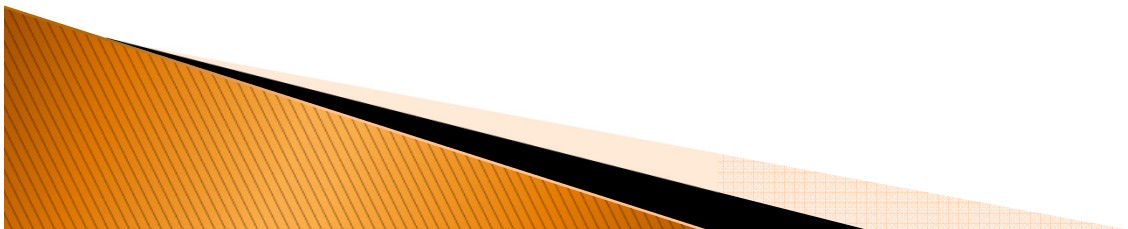
Audience Experience

- ▶ Have you ever been involved in creating a strategic plan?
- ▶ Or part of a plan?
- ▶ How did it work out?
- ▶ Where did you start?
 - Goals?
 - Activities?
 - Mission?
 - Vision?



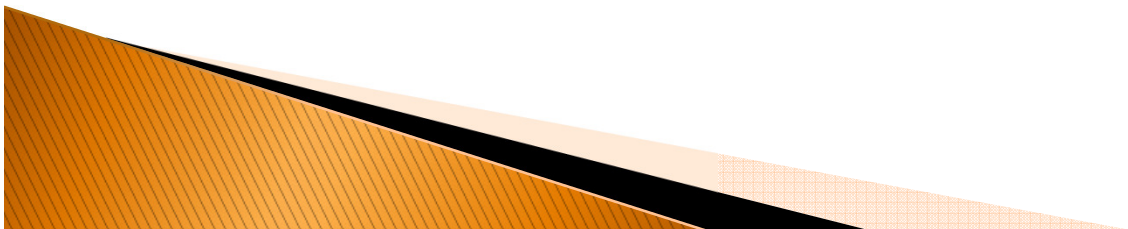
Rallying the Troops

- ▶ How do you get buy-in from the “folks in the trenches”?
 - Purpose
 - This isn’t just an “exercise”
 - Enthusiasm
 - Examples of prior successes
 - Examples from like institutions
 - Follow-through
 - How this will be used
 - Assessment
 - Tie-in to day-to-day activities



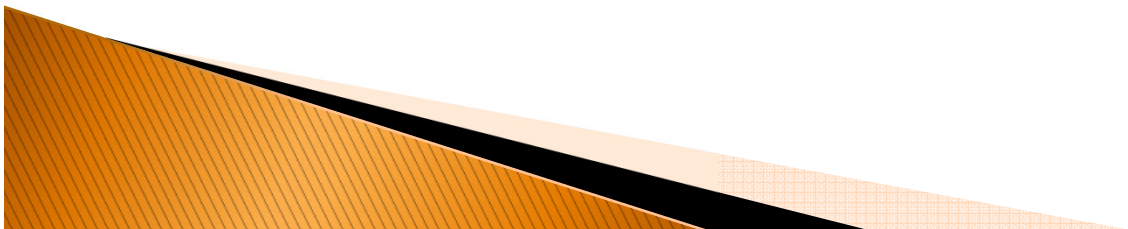
Starting with the Vision

- ▶ What is the vision?
 - A concrete and aspirational view of the future
 - What you are hoping to become
 - Where you want to end up



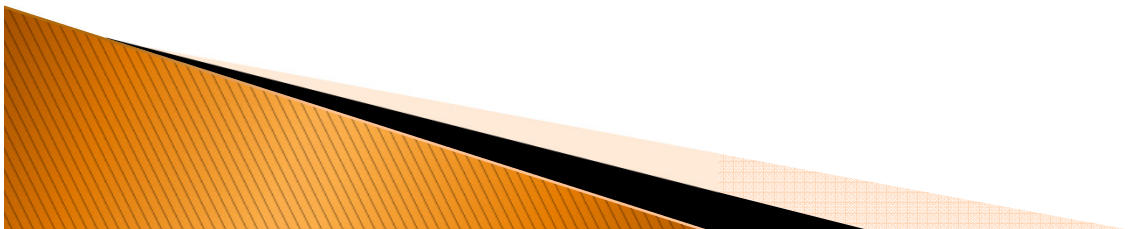
Vision? What Vision?

- ▶ We can't see the vision for the weeds!
- ▶ Be flexible in your approach
- ▶ Institutional vision versus departmental vision
- ▶ Having said that....



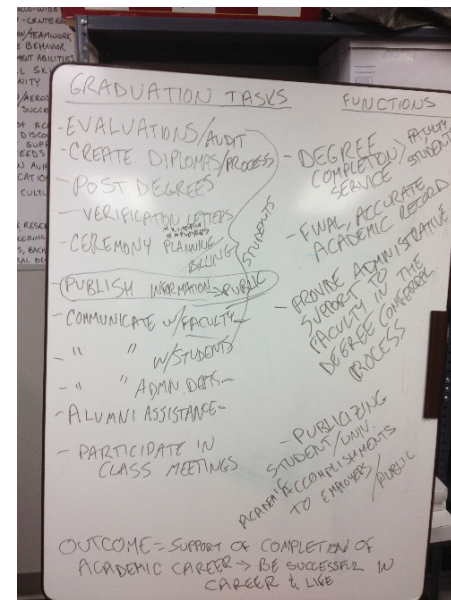
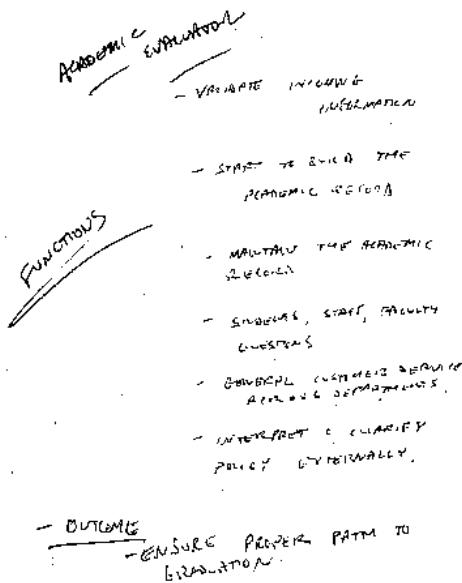
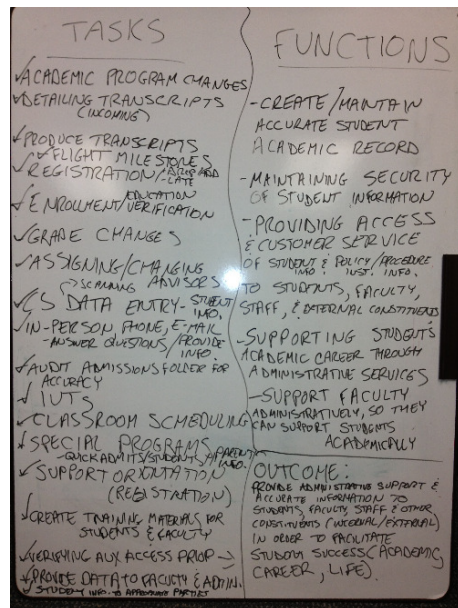
A Vision Statement

- ▶ Sets the direction for the organization
- ▶ Should be:
 - Inspirational
 - Memorable
 - Clear
 - Concise
- ▶ Sample:
 - **Cleveland Clinic:** Striving to be the world's leader in patient experience, clinical outcomes, research and education.

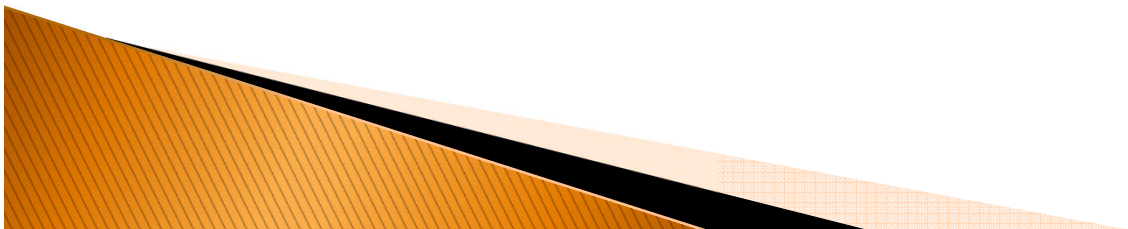


A Mission Statement is *not* a task list...

- ▶ But a task list might be a good starting point
- ▶ Tasks, functions, and outcomes

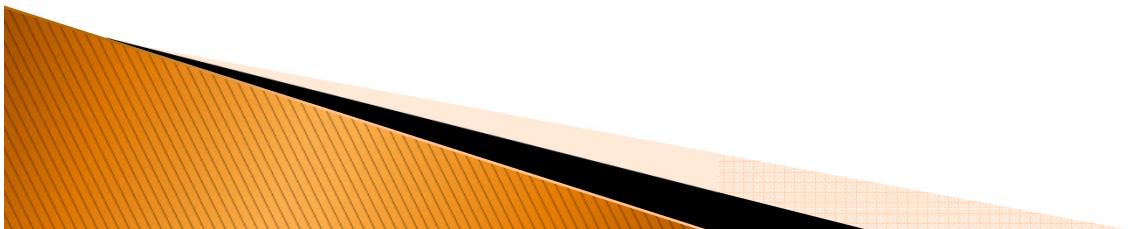


- ▶ Why do we do the things we do?



On to the Mission

- ▶ Defines the organizations purpose
- ▶ Describes its prime functions
- ▶ Explains who the audience is
- ▶ Our mission is what we do now
- ▶ Sample:
 - The mission of Cleveland Clinic is to provide better care of the sick, investigation into their problems, and further education of those who serve.



Records & Registration

Mission Statement

The Office of Records and Registration provides academic support for students from matriculation through graduation and beyond.

Our team ensures accuracy and confidentiality of academic records while providing appropriate access to students, faculty, and other internal and external constituents.

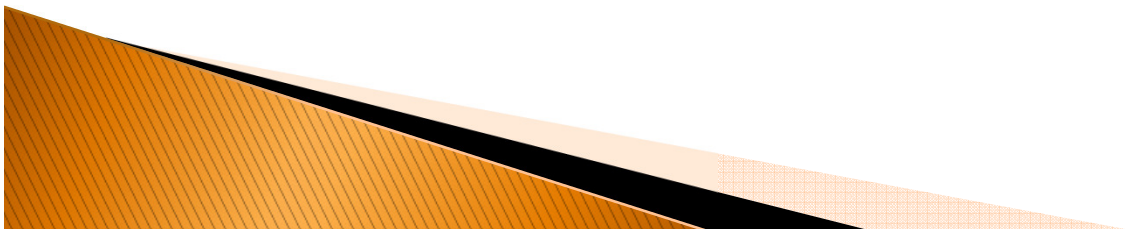
We strive for continuous improvement by embracing emerging technologies and best practices in enrollment, records maintenance, reporting, and policy interpretation and implementation.

Our focus on exemplary student service contributes to the success of our students in their academic pursuits and in their future careers as global citizens and leaders in the aerospace industry.



Where the Rubber Meets the Road

- ▶ Goals and Objectives
 - Moving from “philosophical” to “practical”
 - Moving from “strategic” to “tactical”
 - Making the vision an operational reality

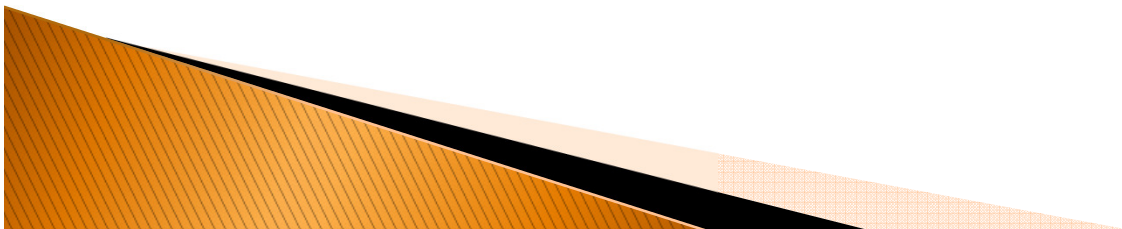


Goals and Objectives

- ▶ The roadmap to the state described in the vision

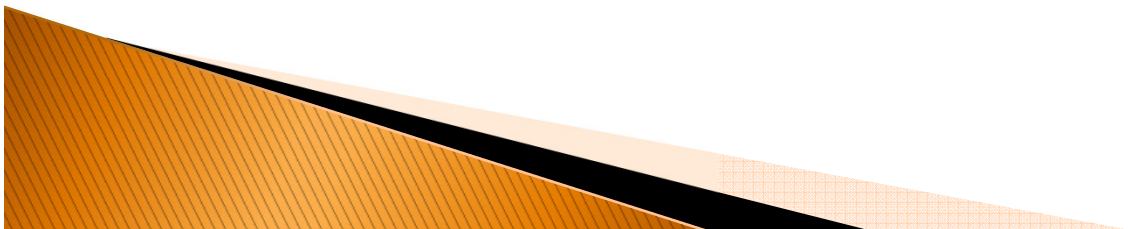


- ▶ Specific, measurable activities that move an organization to its vision (aspirational state)



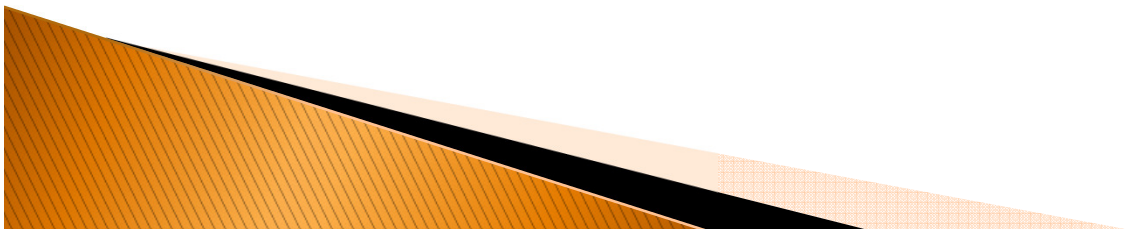
Who creates the strategic plan

- ▶ Vision – organization's leadership
- ▶ Mission – leadership + managers
- ▶ Goals/Objectives/Measures – everyone



Follow-up and Follow-through

- ▶ Remind
- ▶ Assess
- ▶ Update
- ▶ Report
- ▶ Prove it wasn't just an exercise!



Questions?

Comments?

Thank you!

