



"...For the Students, by the Students!"

Strategic Planning Committee

Tuesday, October 6, 2015

First Things First

- **Review A.S.I. Strategic Planning Committee COP**
- **Review 2015-16 Strategic Goals**
- **Review Cal State LA Strategic Plan**
- **Discuss use of consultant to enhance this process and success**

What is Strategic Planning?

- Simply put, strategic planning determines where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not.
- The focus of a strategic plan is usually on the entire organization.
- We will be using goals-based strategic planning, one of the most common forms.

Benefits of Strategic Planning

- Strategic planning serves a variety of purposes in an organization, including to:
 - Clearly define the purpose of the organization and to establish realistic goals and objectives consistent with that mission in a defined time frame within the organization's capacity for implementation.
 - Communicate those goals and objectives to the organization's constituents.
 - Develop a sense of ownership of the plan.
 - Ensure the most effective use is made of the organization's resources by focusing the resources on the key priorities.
 - Provide a base from which progress can be measured and establish a mechanism for informed change when needed.
 - Bring together of everyone's best and most reasoned efforts have important value in building a consensus about where an organization is going.
 - Provides clearer focus of organization, producing more efficiency, and effectiveness.
 - Bridges staff and Board of Directors

When should strategic planning be done?

- Strategic planning should be done when in preparation for a new major venture.
- During the implementation of the plan, the progress of the implementation should be reviewed at least on a quarterly basis by the board.
- Strategic planning should be conducted at least once a year in order to be ready for the coming fiscal year.
- Each year, action plans should be updated.

Guidelines to Keep Perspective During Planning

- Managers, members, and Board of Directors often spend most of our time “fighting fires” reacting to problems. It can be very difficult to stand back and take a hard look at what we want to accomplish and how we want to accomplish it.
- We are too busy doing what we think is progress.
- This process will allow us all to develop the skill of seeing the broad picture and perspective.
- We will be able to take the long view on what we want to do and how we’re going to do it.

Guidelines to Keep Perspective During Planning

- 1. The real benefit of the strategic planning process is the process, not the plan development.
- 2. There is no “perfect” plan. There’s doing your best at strategic thinking and implementation, and learning from what you’re doing to enhance what you’re doing the next time around.
- 3. The strategic planning process is usually not an “aha!” experience. It’s like the management process itself – it’s a series of small moves that together keep the organization doing things right as it heads in the right direction.
- 4. In planning, things usually aren’t as bad as you fear nor as good as you like.
- 5. Start simple, but start!

Who Should Be Involved in the Planning?

- Strategic Planning Committee
 - Those who provide key information to the process
 - Representation and as many stakeholders as possible from the clientele and community that will be served
 - Those who will review the plan document
 - Those who will authorize the document and ultimately has authority to make strategic decisions, for example, to select which goals will be achieved and how.

How long should this take?

- Number and Duration of Planning Meetings:
 - The number of meetings depends on whether the organization had done planning before, how many strategic issues and goals the organization faces, whether the culture of the organization prefers short or long meetings, and how much time the organization is willing to commit to strategic planning.
 - Attempt to complete strategic planning in at most two to three months, or momentum will be lost and the planning effort may fall apart.
- Scheduling of Meetings:
 - Have each meeting at most two to three weeks apart when planning. It's too easy to lose momentum otherwise.
 - The most important factor in accomplishing complete attendance to planning meetings is evidence of strong support from executives. Therefore, ensure that executives
 - A) issue clear direction that they strongly support and value the strategic planning process, and
 - B) are visibly involved in the planning process.

Goals Brainstorm & Strategic Planning Timeline

- Goals Brainstorm
- See A.S.I. Calendar of Meetings

10 Step Strategic Planning Process

Because Strategic planning processes vary widely, using a series of fundamental organizational questions to frame a discussion of the planning process will support the planning committee to develop a structure to begin the process.

Who are we?

Step 1: Create or affirm an organizational Vision and Mission

“For the students, by the students.”

The purpose of Associated Students, Inc. is to:

- provide and promote opportunities for student participation in campus governance.
- provide an official voice through which student opinion may be expressed.
- provide an opportunity for students to gain experience and training in responsible civic participation and community leadership.
- advocate for the rights and interests of students.
- support the educational, social, physical and cultural well being of the university community.

10 Step Strategic Planning Process (continued)

Where are we now?

Step 2: Analyze the current plan programs, financial, and administrative performance.

- A.S.I. Goals 2015-16
- Collect and assess each areas Plans of Actions (POA)
- Review and assess State of Affairs

Step 3: Assess and document the community needs.

Step 4: Assess constraints, opportunities, resources, and environment – factors that will affect the organization and influence planning

Where do we want to go?

Step 5: Prepare preliminary goals and objectives, based on the information gathered and assessed in steps 1-4. If necessary, revisit and reaffirm the vision and mission in light of new information.

Step 6: Review and validate the goals and objectives.



10 Step Strategic Planning Process (continued)

How will we get there?

Step 7: Develop a financial plan and budget to support the validated goals and objectives.

Step 8: Develop an action plan for each objective.

Step 9: Prepare comprehensive plan for review, approval, and implementation.

How are we doing?

Step 10: Evaluate progress and update the plan on a regular basis.