



HLC Accreditation 2016-2017

## Evidence Document

---

Office of the President

Strategic Planning Steering Committee

---

### Strategic Plan Progress: Phase II

---

**Additional information:** See more details at the WSU Strategic Plan website:  
<http://webs.wichita.edu/?u=wsustrategy&p=/accomplishments/> (Accessed May 13, 2016.)



ADMISSIONS

ACADEMICS

RESEARCH

STUDENT LIFE

ABOUT WSU

NEWS / INFO

ATHLETICS

GIVE TO WSU

## WSU STRATEGIC PLAN

WSU Strategic Plan  
Home

What is a strategic plan?

Strategic Plan Progress

Vision, mission and  
values

What's next?

Strategic Planning  
DownloadsWSU College and Other  
Strategic PlansStrategic Planning in  
Action ▶

Talk to us

## IN THE NEWS

Small Business  
Innovation Research tour  
comes to Wichita StateQuickdraw takes top spot  
in student  
entrepreneurship  
competitionWichita State study: New  
Kansas businesses add  
few workersStudent innovators make  
it to final round of  
competitionWichita State University  
1845 Fairmount  
Wichita, KS 67260  
316-978-3456  
webmaster  
@wichita.edu

## Strategic Plan Progress

**PHASE II Strategic Planning Steering Committee**

The Phase II Strategic Planning Steering Committee, from left: Jay Price, Khawaja Saeed, Cindy Claycomb, Cathy Moore-Jansen, Barbara Chaparro, Sandra Bibb, Aleks Sternfeld-Dunn, Bob Ross, Clay Stoldt and Jenny Stauffer. (Not pictured: Steven Skinner).

## Phase II strategic planning

Phase II strategic planning began in fall of 2013. Academic Colleges and units on campus were charged with developing their strategic plans. They were allowed freedom in developing these individual plans, discovering how the University plan relates to their College or unit, and what they plan to change as a result.

Plans for Academic Affairs and other units (e.g., Student Engagement, Career Development) were completed in spring 2014. In November 2014, Cindy Claycomb, professor and assistant to the President for Strategic Planning, formed and facilitates a Phase II strategic planning steering committee:

- **Sandra Bibb**, dean, College of Health Professions.
- **Barbara Chaparro**, associate professor and director of Software Usability Research Lab, Fairmount College of Liberal Arts and Sciences.
- **Cathy Moore-Jansen**, associate professor and coordinator for Collection Development, University Libraries.
- **Jay Price**, chair, History Department and professor, Fairmount College of Liberal Arts and Sciences.
- **Bob Ross**, associate professor, W. Frank Barton School of Business.
- **Khawaja Saeed**, associate dean, Graduate Studies in Business and professor, W. Frank

Barton School of Business.

- **Steven Skinner**, associate dean, Undergraduate Studies, Finance and Administration and professor, College of Engineering.
- **Aleks Sternfeld-Dunn**, associate professor, associate director and graduate coordinator, College of Fine Arts.
- **Clay Stoldt**, associate dean and associate professor, College of Education.

The steering committee was tasked to support alignment of WSU Colleges' strategic plans with the University's seven strategic goals. Presentations and discussions with deans, chairs, vice presidents and directors occurred throughout the planning cycle. The following was accomplished:

- Review of colleges' strategic plans.
- Development of self-assessment tool for colleges.
- Review of Colleges' self-assessments.
- Development and rollout to colleges of a strategic planning template.
- Development of a University Strategic Planning Dashboard.
- Launch of Carnegie Community Engagement application process (Service Learning Fellows).
- Review of Career Development Center strategic plan and feedback.
- Review of Student Engagement strategic plan and feedback.
- Relaunch of Strategic Planning website.

As a Transition Team, the current steering committee will:

- Finalize the University Dashboard by operationalizing targets and measures for attainment of the University strategic plan.
- Establish an annual review process to determine how colleges and units are accomplishing the seven university goals.
- Develop a structure for a maintenance/ review team.
- Handoff to a maintenance/ review team.

---

## Strategic Plan Implementation

WSU President John Bardo launched the strategic planning effort for Wichita State University in 2012, envisioning a dynamic, powerful future for WSU.

The planning effort is divided into three phases:

- **Phase I** – Development of a Vision, Mission and Strategic Goals
- **Phase II** – Development of individual plans for
  - Enrollment management, distance education, adult learning, retention and technology transfer
  - Academic units and Academic Affairs
  - “Student affairs” programs
- **Phase III** – Development of plans for “enabler” units that support Phase II plans

Phase I planning was completed in spring 2013. It was managed by a steering committee appointed by President Bardo and co-chaired by Cindy Claycomb, WSU professor of marketing and director of WSU Ventures and Ed O'Malley, president and CEO, Kansas Leadership Center. The committee engaged hundreds of people – from faculty, staff, students, business and community leaders and the general public – to generate ideas, gather data and make sense of the results.

The data from the steering committee, town hall meetings, interviews and strategic planning retreats were then distilled into a Strategic Planning Artifact report, a document that informed the recasting of the vision, mission and values statements for the university.

The new statements clearly outline what Wichita State University can become, and set forth big, audacious goals for the university. The clear support of the community, on and off campus, sends the signal that Wichita State University has the ability and resources to harness their unlimited potential.

Phase II planning is underway. The plan was distributed at the department level, allowing freedom for groups to discover how the plan relates to them, and what they will be moved to change as a result. Plans for Academic Affairs units and Student Engagement were completed in spring 2014.

In November 2014, a Phase II steering committee was formed. The steering committee is charged with:

- operationalizing targets and measures for attainment of the strategic plan
- supporting the Academic Affairs units and Student Engagement in their efforts to align their plans with the university's seven strategic goals

The strategic planning effort continues as the steering committee works on next steps in the process.

---

This site is maintained by WSU STRATEGIC PLAN. This page last modified on Friday, January 15, 2016 4:05:05 PM Central US Time. If you find errors please bring them to the attention of Tim Hart ([tim.hart@wichita.edu](mailto:tim.hart@wichita.edu)).

Wichita State University | 1845 Fairmount St. Wichita, Kansas 67260 | (316) 978-3456

[A-Z](#) | [Policies and Procedures](#) | [Notice of Nondiscrimination](#) | [Campus Safety](#) | [RSS Feeds](#) | [Contact Wichita State University](#)  
© 1995-2016 Wichita State University. All rights reserved.

Select Language

Powered by  Google Translate