

Wilmington College Strategic Planning Process through 2020-21

Where Should we be going: Organizational Direction : Assess vision, mission and values

Where are we now: Environmental Assessment: evaluate current and future competitive positioning

How do we get there: Strategy Formulation: establish goals, major initiatives and objectives

Execution and update: Implementation Planning: Identify actions required, people involved and timelines and measurement

Task	Start Date	Duration (days)	End Date
Create communication and marketing plan	2/26/15	34	3/30/15
Review Vision, Mission and Values	3/1/15	30	3/30/15
Environmental Assessment	4/1/15	60	5/30/15
Three groups with facilitator (using list of those who signed up for SP)	4/1/15	30	4/30/15
Faculty and Staff groups by survey (use Qualtrics then use meetings for any follow up issues)	4/1/15	30	4/30/15
Student Groups (2: leaders and seniors)	4/1/15	30	4/30/15
Focus Group for Steering Committee			
Focus Group for vendors: Sodexo, Alpha Omega and Bookstore. Simple survey?	4/1/15	30	4/30/15
Focus Group: PAC	3/12/15	5	3/17/15
Focus Group: Chamber of Commerce	4/1/15	54	5/14/15
Focus Group: Rotary Club	4/1/15	55	5/15/15
Focus Group: Alumni Weekend	3/12/15	93	6/15/15
Focus Group: Wilmington Yearly Meeting	3/1/15	92	5/30/15
Focus Group: Alumni Council	3/12/15	93	6/15/15
Focus Group for President's Council	3/1/15	74	5/13/15
Steering Committee Review of Environmental Assessment Data	6/1/15	92	8/31/15
Establish Focus Areas	7/1/15	60	8/31/15
Establish no more than 4-6 goals per Focus Area	7/1/15	60	8/31/15
Vet goals with constituency groups	9/1/15	60	10/31/15
Revise/update goals based on feedback	11/1/15	15	11/15/15
Create an implementation committee	11/1/15		
Identify tasks that will achieve goals	11/1/15	60	12/31/15
Identify measurement of goal achievement and timeline	11/1/15	60	12/31/15
Create operational dashboard in Cognos to track progress toward metrics	1/1/16	60	2/28/16
Plan presentation to the Board of Trustees	1/30/16		
Soft implementation of plan	1/1/16	135	5/15/16
Revisions and updates from Beta Test	5/16/16	45	6/30/16
Full implementation of plan	7/1/16	105	10/15/16

updated 03/30/2015