



Strategic Planning

Fall 2017- Spring 2018

KU SCHOOL OF
BUSINESS
The University of Kansas



INITIAL CHARGE

Advancing the Stature and Impact of the KU School of Business

Keep the Focus on **Investment, Innovation, Growth**

Directed by Our **Strategic Process**

**DEVELOPING AND IMPLEMENTING THE
STRATEGIC PROCESS WILL BE CHALLENGING**

**Advancing the Stature and Impact of the
KU School of Business – When We are Already Great!**



WHAT HAS BEEN DONE?



Pre-period: Assessment and Information Gathering

95 School faculty one-on-one

51 School staff in groups or one-on-one


31 members of the four School advisory boards with fall semester meetings


44 selected students

41 one-on-one, 295 people at receptions, alumni, donors, and business leaders

Themes for Strategic Process (Now) & Themes for Internal Processes (2018-2019)

 Strategic Planning Coordinating Committee (SPCC,5): Timeline, SPOC, Charge

 Strategic Planning Staff Committee (SPSC, 5): Timeline, Charge, Organize, Encourage All-in Staff Participation, Ensure Deliverables, Draft Report

 Strategic Planning Outreach Committee (SPOC, 21): Organize, Encourage All-in Faculty and Selected Alumni/Board/Business Community Participation, Ensure Deliverables, Draft Report

STRATEGIC PROCESS COMMITTEE PARTICIPANTS

Strategic Planning Coordinating Committee (SPCC)

Jill Ellingson
Mike Ettredge
Kissan Joseph
Ted Juhl
Prakash Shenoy

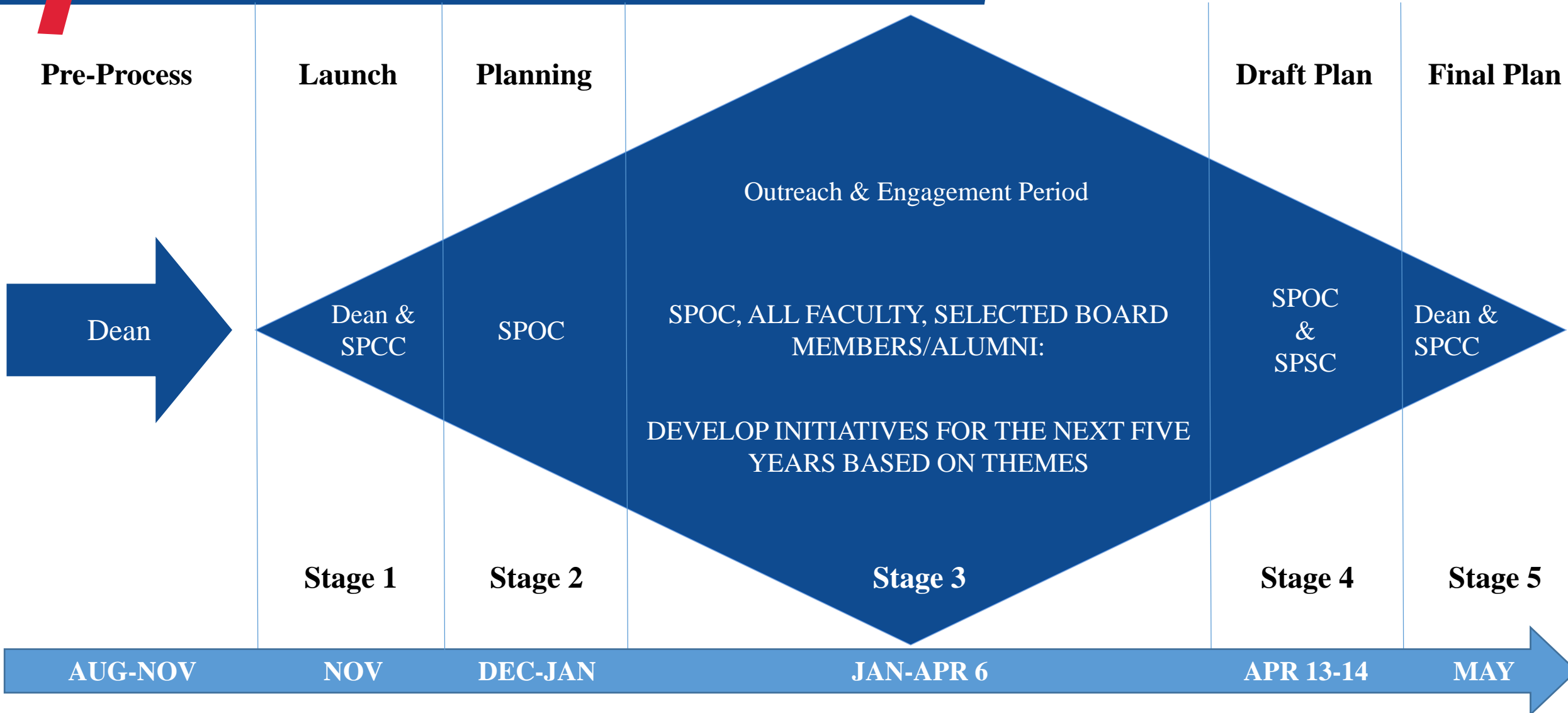
Strategic Planning Staff Committee (SPSC)

Jennifer Jordan
Jason O'Connor
Cassidy Leavy
Caryn Anderson
Michael Brock

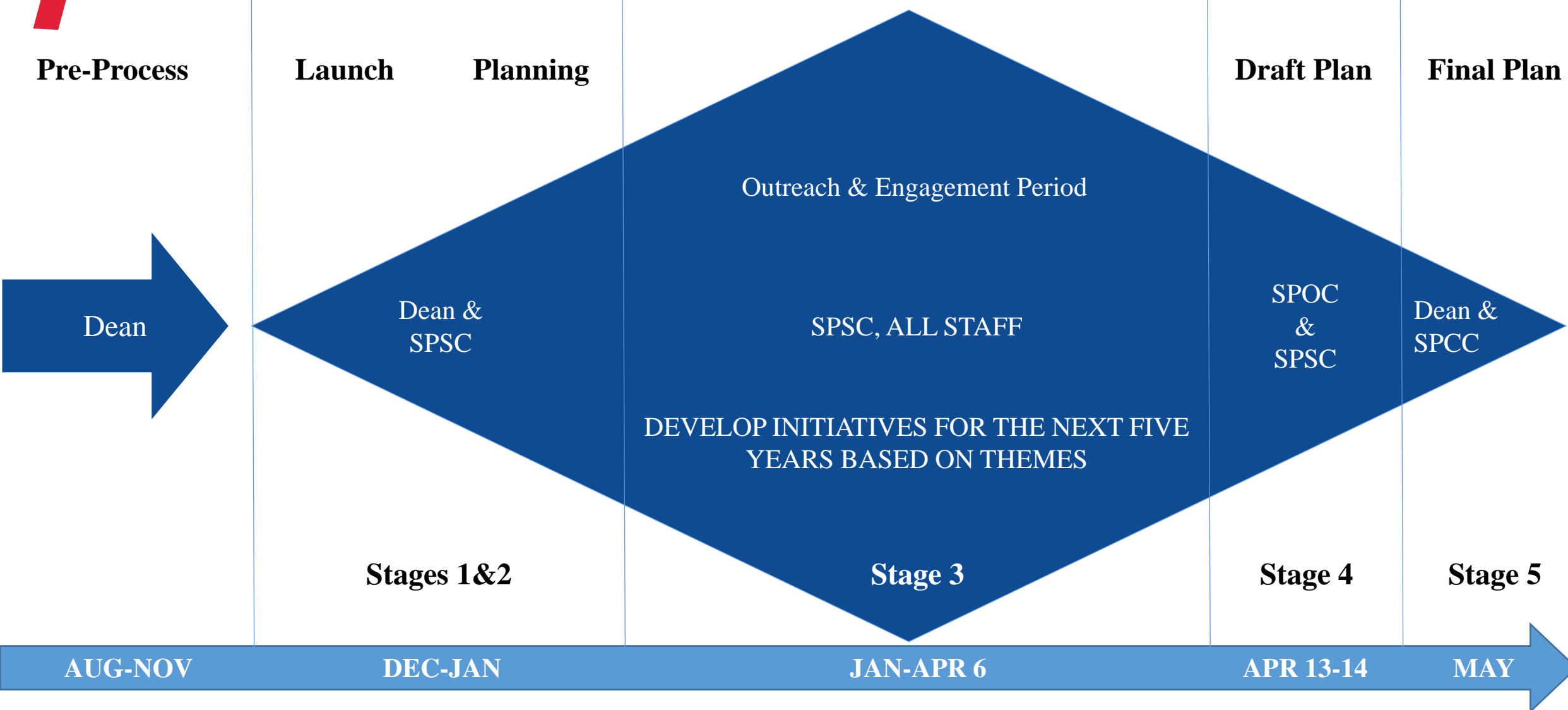
Strategic Planning Outreach Committee (SPOC, excluding SPCC)

Jessica Li
Joyce Claterbos
Clint Chadwick
Vince Barker
Jane Zhao
Tailan Chi
Adi Masli
Alee Phillips
Jide Wintoki
Felix Meschke
Kelly Welch
Andrew Chen
Suman Mallik
Mark Haug
Chris Anderson
Mike Wilkins

STRATEGIC PROCESS TIMELINE - FACULTY



STRATEGIC PROCESS TIMELINE - STAFF



PRE-PROCESS: WHAT DID I HEAR INTERNALLY? INPUT FOR PROCEDURE/POLICY THEMES

Tier 1

- Wonderful Work Environment, Respect and Like Colleagues (+)

Tier 2

- Need Better Evaluation Processes (-)
- Need Better Compensation/Benefits (-)
- Need to Improve Communication (-)
- Need to Increase the Number of Faculty/Staff (-)
- Need to Improve Professional Development Opportunities (-)
- Need to Evaluate MBA Program (-)
- Need to Invest More in the Ph.D. Program and MAcc Program (+)

Tier 3

- Control Growth (+/-)
- Increase Online Offerings (+)
- Increase Course/Program Rigor (-)
- Increase Student Engagement (-)

PRE-PROCESS: WHAT DID I HEAR EXTERNALLY? SUMMARY FOR STRATEGIC PROCESS THEMES

To be competitive in the future:

Our students must be more quantitatively savvy, technologically savvy, and big data savvy, and must be able to adjust quickly and seamlessly to changing trends in business while being better equipped to handle the “people” side of business.

Translated into Strategic Process Themes ...

We Go from Great to Greater by

PROMOTING AN A+ CULTURE

STRATEGIC PROCESS THEMES (2017-2018)

Agile

Analytic

Accretive

PROMOTING AN A+ CULTURE

PROCEDURE/POLICY THEMES (2018-2019)*

Assessment

Accessibility

Autonomy/Accountability

*These Themes may be addressed along with the first three to some extent, but will be focal points in 2018-2019.

AN AGILE CULTURE

Agile: marked by ready ability to move with quick, easy grace. Having a quick, resourceful, and adaptable character.

We need to help instill a change management and market-responsive mindset in our students by adopting this mindset ourselves.

Examples:

- Cutting-edge, top-tier research
- Market-responsive curriculum, programs, course development
- Experiential learning opportunities, internship experiences
- Teaching methods geared toward agile-thinking development

AN ANALYTIC CULTURE

Analytic: of or relating to analysis or analytics, skilled in or using analysis especially in quantitative thinking or reasoning.

We need to help ensure that we and our students are using cutting-edge analytical tools and technologies.

Examples:

- Use of analytics across the core curriculum and within each discipline
- Curriculum and course design to enhance financial literacy, intuition, and skepticism
- Enhance the ability to communicate financial findings

AN ACCRETIVE CULTURE

Accretive: grow or increase by gradual addition, in finance and general nomenclature. An acquisition is considered **accretive** if it adds to the item's value.

We need to ensure focused, incremental/progressive value improvements in our research reputation, students' educational experiences, staff and faculty development experiences, and student professionalism.

Examples:

- Faculty hiring targeting focused research expertise for world-class ranking
- Non-overlapping courses, proper course sequencing
- Courses/programs/engagement to help students mature in their social and professional demeanor – “soft”, networking, and communication (in all forms) skills