

# The Gold Standard 2020

## Transition, Transform, Transcend

- Review of 3 yrs. of Strategic Plan Annual Reports, including CUSP;
- Campus Wide Enterprise Risk Management Survey and Discussion;
- Senior Leadership retreat to examine challenges, aspirations and assumptions going forward;
- Stakeholder survey asking for input on consideration of initial revisions;
- Transition Team analysis and synthesis of information;
- Draft Strategic Plan The Gold Standard 2020 distributed for public comment;
- Opportunity to participate in Division level focus groups to ask questions and provide input to improve the strategic plan;

# Premier University

Learner  
Centered

Discovery  
Driven

Globally  
Engaged

*Learner Success*

*Scholarship and Collaboration*

*Sustainable Stewardship*

*Innovative Discovery*

*Inclusive Excellence*

Distinctive  
Learning

Innovative  
Instruction

Higher  
Research

Diverse &  
Inclusive

Economic  
Environmental  
Sustainability

- Co-curricular
- Experiential learning
- International
- Retention & Degree Completion
- Healthy safe Learning Environment

- Quality curricula
- Distinctive Faculty
- High Impact Pedagogy
- Innovative Discovery
- Graduate Education

- Doctoral higher research
- Partnerships in Scholarship
- Community Engagement

- Diverse Stakeholders
- Welcoming Campus Climate
- Accountability
- Social Sustainability/Employee Engagement

- Financial Human Resources
- Enrollment Management
- Environmental Sustainability
- Marketing
- Alumni & Public Support

# Next steps

<http://wmich.edu/strategic/>

- Continued Revision of the planning documents with input from stakeholders
- Continued development of Institutional Effectiveness measures aligned with strategic plan
- Second revision published for public comment March 1
- Creation of Strategic Planning Steering Committee
- Senior Leadership commitment to plan and presentation to the Board of Trustees

# University Strategic Plan

**HOME**

PLAN REVISION

PLAN AND REPORTS

EFFECTIVENESS MEASURES

DIRECTORY

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## TRANSITION, TRANSFORM, TRANSCEND - THE GOLD STANDARD 2020

A broad-based team of campus community members has been put in place to assist Western Michigan University in revising its strategic plan. The 23-member University Strategic Plan Transition Team received its charge from WMU's senior leadership in September. Its members represent every divisional unit at the University, as well as the Faculty Senate, WMU chapter of the American Association of University Professors, Western Student Association, and Graduate Student Association. The transition team will meet every two weeks through March 2016 to synthesize input from a wide range of WMU constituents and pair the information it receives with the results data gleaned during implementation of the inaugural 2012-15 plan. For more information, click on the transition team link in the left column.

### Stakeholder Survey

University leadership would like to thank the WMU community members that participated in the December 2015 survey. The University is well-served by the host of responses and will work to analyze them in order to inform the strategic plan revision. Check back in early 2016 for results, as well as information on focused groups and forums.

As the survey results are analyzed, the WMU community is still encouraged to provide insights and feedback. Please download [this form](#), complete it, and submit it to Brynne Belinger. Responses will be shared with the Strategic Plan Transition Team and University leadership.

### Current University Strategic Plan

