

JACKSONVILLE STATE UNIVERSITY
Manual of Policies and Procedures

POLICY NUMBER: I:01:13

DATE: April 23, 2007

REVISION / REVIEW DATES: July 2013, April 2023, June 2024

SUBJECT: Strategic Planning

APPROVED: Dr. Don C. Killingsworth, Jr., President

PURPOSE

This policy is intended to establish Jacksonville State University's campus-wide strategic planning guidelines.

INTRODUCTION

Jacksonville State University engages in strategic planning in order to evaluate current environmental factors and create strategies that will enable the university to achieve its stated mission and university goals. The mission and the strategic plan are the driving force behind JSU's Continuous Improvement Process and decision-making at JSU.

The strategic plan is intended to be dynamic and comprehensive in that it will be periodically updated to reflect the changing environment of higher education and to ensure that it facilitates the direction of the University. It will be necessary, therefore, for the university community to be aware of the commitments, goals, objectives, and their progress. Each October, the President's Cabinet will review the plan, measure it against current trends in higher education, and recommend updates of the plan to the Strategic Planning Review Committee.. Each January, the JSU Board of Trustees will review the progress of the plan, any updates to the plan and the mission statement.

PROCEDURES

Development:

When it is determined that a new plan is necessary to set the direction of the university, the President will appoint a broad-based ad hoc Strategic Planning Development Committee consisting of JSU faculty, staff, and students, for which the President is the Chair and appoints a Vice Chair.

The committee will make recommendations to the Cabinet regarding areas of focus to be considered in the plan. The recommendations will be determined by performing data collection and analysis, environmental scanning, review of trends in higher education, campus climate, and survey data. The cabinet will review the recommendations provided by the development committee, determine priorities, and assign subcommittee chairs as necessary. The subcommittee chairs will establish committees that will recommend goals and objectives presented in a draft framework to the Cabinet. The Cabinet will then review the recommended plan and make it available to the university community for feedback. The community will be able to provide feedback by participating in focus groups, town hall meetings, and/or recorded presentations, and surveys. The responses by the community will be reviewed by the development committee and presented to the Cabinet, where a final framework will be prepared. The framework will then be presented and voted on by the Board of Trustees. The approved framework will become the final plan and will be made public on the university website.

Implementation: Each division will review the Strategic Plan and provide strategies/action steps where appropriate. They will then determine “Responsible Parties” to lead teams in accomplishing the goals and objectives of the Strategic Plan.

Participation: The Responsible Parties will submit biannual reports on their progress to the Strategic Planning Review Committee each April and October. The Cabinet will monitor the work of the Strategic Planning Review Committee progress biannually and report to the Trustees and to the JSU Community each July and January.

Evaluation and Revision: Each October, the Strategic Planning Review Committee will review the progress report with the Responsible Parties and determine, based on current trends in higher education as well as changes in university priorities, whether adjustments should be made to goals, objectives, or strategies. The progress report and any proposed plan adjustments will be submitted to the cabinet for discussion in a cabinet meeting in November, and a determination will be made regarding the proposed changes. If it is determined that changes should occur, the Strategic Planning Review Committee and Responsible Parties will make the appropriate changes to the plan, and the updated document will be reviewed by the Cabinet in December and provided to the Board in January.

In October of the year before a new Strategic Plan is approved by the Board of Trustees and implemented by the university, a final summary report will take the place of the October report to the President and will be presented to the Board during the following year.

RESPONSIBILITY

The Provost and Senior Vice President of Academic Affairs or designee is responsible for this policy.

EVALUATION

This policy will be reviewed by the University Executive Council every five (5) years.