University of Wisconsin-Stout Strategic Planning Model

Mission

The mission statement provides information on why the organization exists, who it serves and how.

Values

The value statements describe the basic beliefs, values, and ethical priorities of the organization.

Vision

The vision statement aligns the change agenda with stakeholders' needs and organizational plans.

Situation Analysis

The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a tool to examine the organizations' internal strengths and weaknesses, and to provide an external survey of threats and opportunities. It is performed as part of Stakeholder Visioning. It allows the organization to build on Strengths, minimize Weaknesses, seize Opportunities and counteract Threats.

Internal survey of strengths & weaknesses

External survey of opportunities and threats

Stakeholder Visioning

2001: Visions for UW-Stout's Future 2003: FOCUS 2010 New Partnership 2008: FOCUS 2015

Goals

Areas of focus in order to support and move towards the vision statement.

Enduring Goals

UW System Goals

Growth Agenda

5 Year Goals
FOCUS 2015

Action Plans

Primary mechanism to achieve the goals. They include strategies for implementation, assign responsibilities and timelines, and allocate resources.

Action Plans

Action plans are comprehensive documents comprised of multiple initiatives. The number of action plans changes with changing needs.

- Academic Plan
- Capital Plan
- Climate Action Plan
- Division Plans
- Inclusive Excellence (Equity Scorecard)
- IT Plan
- Marketing Plan
- Training and Development Plan
- Process Improvement Plan
- High Risk Drinking Prevention Plan

University Priorities

University priorities are the highest impact action plan items and are closely monitored by the Strategic Planning Group.

Federal Priorities

Federal Priorities do not have a specific implementation plan, but serve as a strategy for marketing and lobbying for funding.

Major Unit/College Plans

AQIP Action Projects

Performance Indicators

Measures and targets associated with the four perspectives of the balanced scorecard, established to assess progress in achieving the organization's enduring and five-year goals.

Customer Financial Learning & Growth Internal

Periodic Reviews

A review of progress (6-month & 12-month follow-up) including modification of action plans.