University of Wisconsin-Stout
Strategic Planning Model

Triennial Tasks

Mission: Review the mission statement, which provides information on why the organization exists, who it serves and how.

Biennial Tasks

Values: Review the value statements that describe the basic beliefs, values, and ethical priorities of the organization.

Vision: Review the vision statement to align the change agenda with stakeholders' needs and campus plan.

Situation Analysis: The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is a tool to examine the organization's internal strengths and weaknesses, and to provide an external survey of threats and opportunities. It is a general tool used in the preliminary stages of decision-making and as a forerunner to strategic planning. It allows the organization to build on Strengths, minimize Weaknesses, seize Opportunities, and counteract Threats.

Perform internal survey of strengths and weaknesses

Perform external survey of opportunities and threats

Stakeholder Visioning

Annual Tasks

Five-Year Goals: Areas of focus in order to support and move towards the vision statement. These measures or strategic indicators will focus the campus community on the proper direction to achieve the organization's goals as well as identify areas that require further attention and review.

Gather input from campus community regarding updates to strategic plan goals. Propose modifications to the plan.

Identify institutional performance measures for each goal.

Review the institutional performance measures and prepare an advisory report to the Chancellor and Chancellor's Advisory Council.

Prepare a report of accomplishments toward the five-year goal statements

Action Plans: Review of plans to accomplish the five-year goal statements. There are several action plans deployed by the university including but not limited to the Academic Plan, IT Plan, Diversity Plan, Division Plans, Annual University Priorities, Marketing Plan, and Capital Budget Plan.

Semi-Annual Tasks

Periodic Review: A review of progress including modification of implementation strategies, as needed.

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