



LEHMAN
COLLEGE

2019 Strategic Planning

Building the Plan: The What

The new strategic plan establishes specific **long-term directions for Lehman College based on the College's core values, vision and mission and the expectations of the College's stakeholders.** The new plan serves as a **management tool that assists decision-makers in evaluating initiatives and allocating resources** to reach institutional goals in light of external threats and opportunities. The strategic plan includes parameters that help decision-makers:

Establish priorities among competing initiatives.

Determine whether new initiatives should be pursued.

Evaluate programs and services.

Help each of us identify what we need to fulfill the goals of the new plan.

Project Goal

FACILITATE A PROCESS THAT BUILDS FROM AREAS OF STRENGTH,
PROMISE AND OPPORTUNITY TO CREATE A 5-YEAR STRATEGIC PLAN
TO GUIDE THE FUTURE OF LEHMAN COLLEGE.

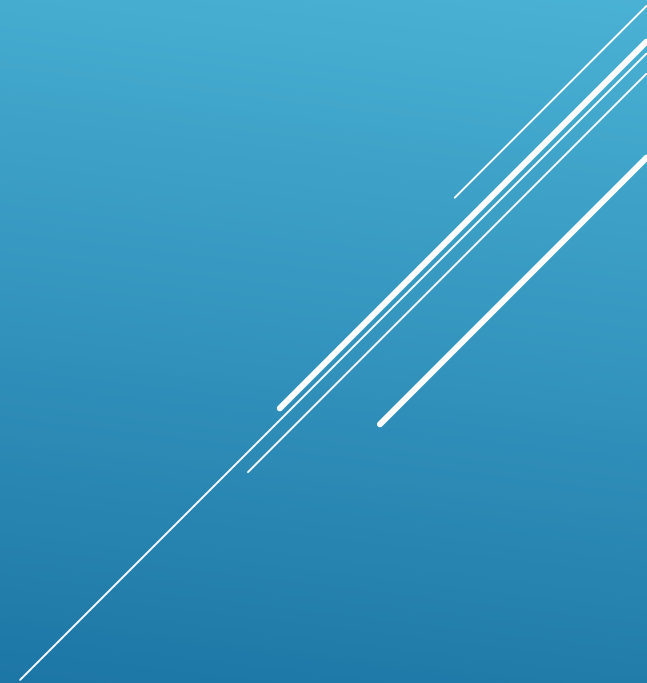


QUALITIES OF SUCCESSFUL PLANNING



Qualities of Successful Planning

DRIVEN BY VALUES, VISION, MISSION → “STRATEGIC POSITION”




Qualities of Successful Planning

DRIVEN BY VALUES, VISION, MISSION → “STRATEGIC POSITION”


- Lehman’s “place” relative to its competitors:
 - For students
 - Faculty & staff
 - Resources
- It’s image.....
 - Internally
 - Self concept
 - Externally
 - Employers
 - Graduate & Professional Schools
 - Alumni
 - Benefactors

The Key: *How are or could we be truly distinctive?*

Qualities of Successful Planning

- Driven by Values, Vision, Mission → “Strategic Position”
 - Open & Collaborative
 - Positive
 - Conversational – Avoids Planning Jargon
 - Developed by Campus
 - Actionable: Focused on Big Ideas & Limited Number of Goals
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- A decorative graphic consisting of several parallel white lines of varying lengths and orientations, located in the bottom right corner of the slide.

Qualities of Successful Planning

- Driven by Values Vision, Mission → “Strategic Position”
 - Open & Collaborative
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 - Actionable: Focused on Big Ideas & Limited Number of Goals
 - Measurable and Assessed Annually, i.e., Balanced Scorecard
 - Creative.....
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Elements of a Strategic Plan

What are our fundamental beliefs.....
“truths we hold as self evident?”

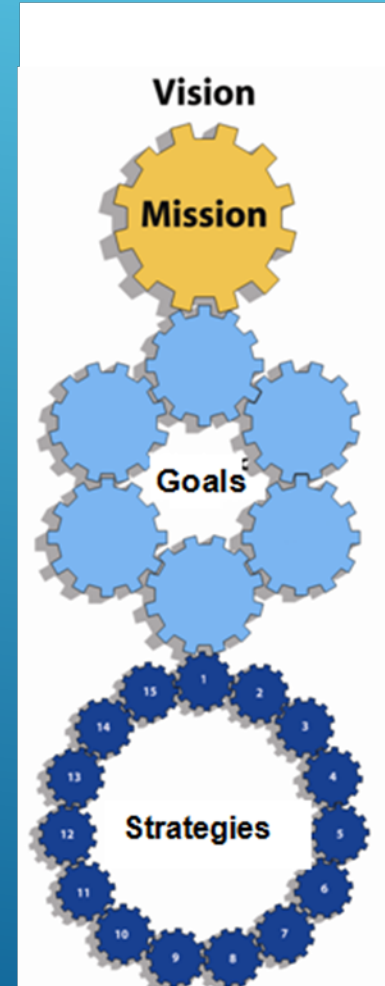
Looking into a crystal ball, what is our idea’
future? “Lehman College is...”

Who are we?
What do we do?
Who do we serve?
How are we different?

In broad terms, what do we have
to do to achieve our Mission?

How will we know when we have arrived?
i.e., Performance Metrics

In specific terms, what are we going to
do to achieve the Performance
Metrics?
- Why?
- What?
- Models



Strategic Position