



Winthrop University Staff Conference

April 21st, 2023



Agenda

- I. Introduction
- II. Effective Strategic Planning
- III. Process Overview
- IV. Steering Committee
- V. Next Steps
- VI. Questions and Feedback



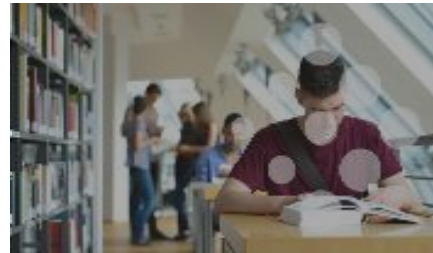
Introduction



Select BRG Higher Education Expertise



Strategy & Planning



**Enrollment &
Student Lifecycle
Management**



Equity & Inclusion



Communications



**Facilities Planning &
Analysis**



**Market Research &
External Partnerships**



Human Capital



**Business Operations
& Finances**

Named one of America's Best Management Consulting firms by **Forbes**



Higher Education Representative Clients



VALENCIA



CHAMBERLAIN
College of Nursing



Ucla



College of Information
and Communications
UNIVERSITY OF SOUTH CAROLINA

HARVARD
UNIVERSITY



PRAIRIE VIEW
A&M UNIVERSITY



Maine's
Public
Universities
UNIVERSITY OF MAINE SYSTEM



Metropolitan
Community College



Medical
College of
Georgia



Tarrant
County
College



UNIVERSITY OF
ARKANSAS



AMERICAN
UNIVERSITY
of KUWAIT



UNIVERSITY
OF MINNESOTA



THE UNIVERSITY
OF IOWA



Tulane
University

UNIVERSITY OF
ARKANSAS



ESSEX
COUNTY COLLEGE
Exceed Expectations



SMITH COLLEGE
FOUNDED 1876



LONE STAR
COLLEGE



CARRINGTON COLLEGE
FOUNDED 1967



University of Colorado
Boulder



NORTH AMERICAN
UNIVERSITY
INSPIRATION INNOVATION GLOBAL COMPETENCE



TEXAS SOUTHERN UNIVERSITY



MACALESTER COLLEGE



UConn
HEALTH



HCC
HOUSTON COMMUNITY COLLEGE

Berkeley
UNIVERSITY OF CALIFORNIA

Effective Strategic Planning



Our Definition of Success

For BRG, a Strategic Plan succeeds when it causes meaningful change to actually happen.



Key Indicators of Success

Will include but are not limited to:

- Futurecasting drivers that influence Winthrop University's future
- Better alignment with community, students, faculty, staff, alumni, and other key stakeholders
- Key stakeholders will be deeply invested in and able to communicate and willing to act on vision
- A living strategy, rather than “paper weight” deliverable



Important Considerations

Consensus

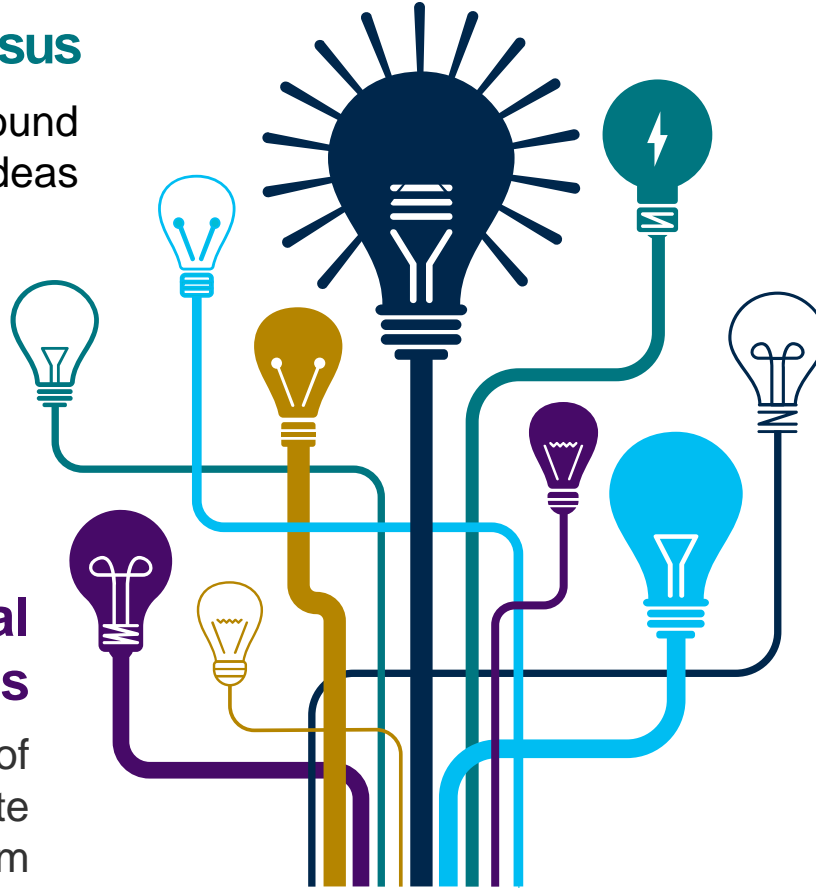
Build consensus around important ideas

Cultural Realities

Connect ideas into action plans to drive institution's strategic vision

Increase External Partnerships

Keep institution informed of industry needs that can translate into updated curriculum



Elevate

Elevate important voices from all levels of the institution

Clarity & Focus

Bring clarity and focus to conversations leading to concrete plans

Process Overview



Process Overview

Approach, Process & Design

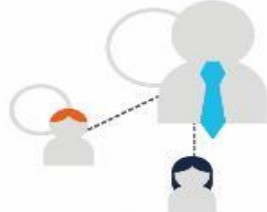
Identify **alignment** on key strategic change drivers.



1

Community Engagement

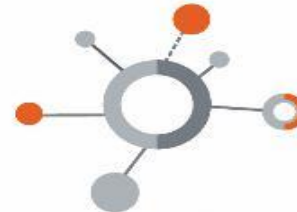
Host interviews, focus groups & surveys to identify **common themes**.



2

Preliminary Planning

Prepare the first draft of Plan to be **socialized and operationalized**.



3

Develop Final Strategic Plan

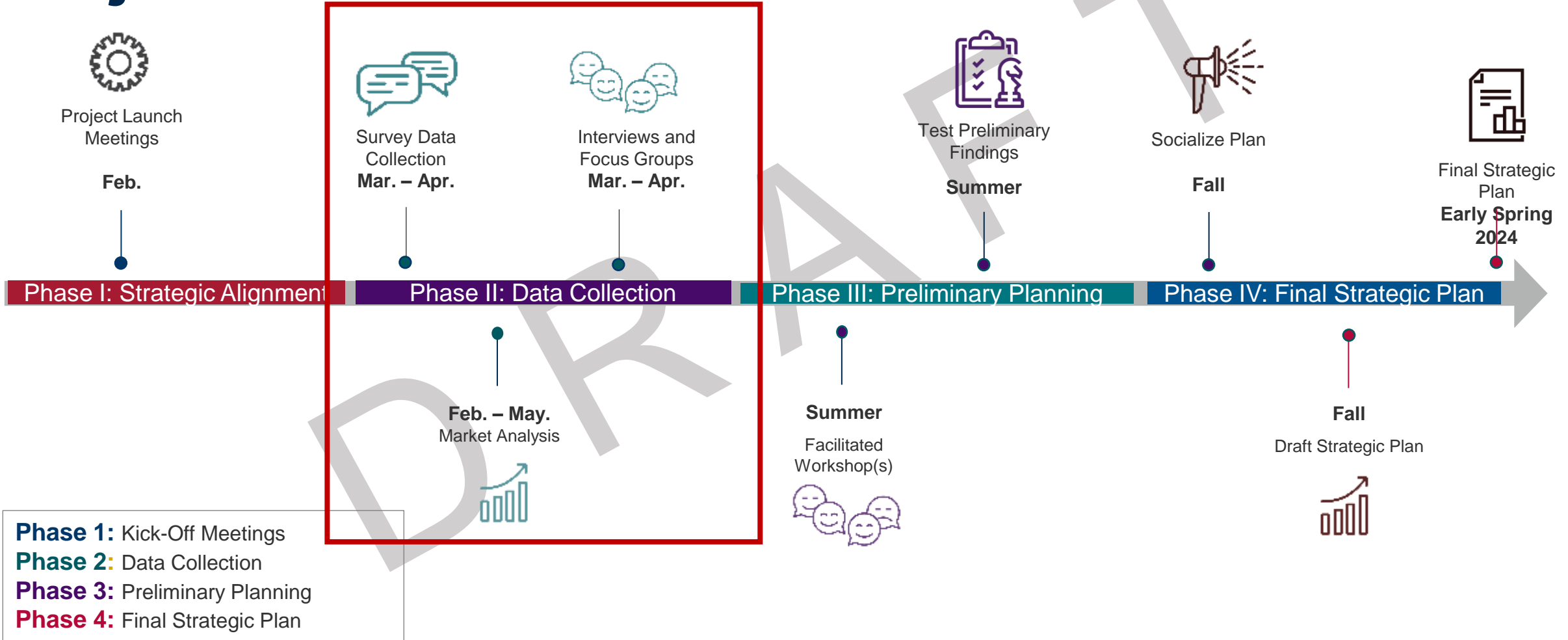
Develop an organizational strategy that will drive **efficient and effective results**.



4



Project Timeline





Data Collection

- Historical Artifacts
 - Accreditation Data & Reports
 - Planning Documents
 - Student Data & Reports
 - Financial Data & Reports
 - Institutional Research Data & Reports
 - Other Consultant Reports & Analysis
- Interviews + Focus Groups
- Internal/External Stakeholder Surveys
- Market Analysis





Potential Pitfalls

- Develop a plan simply for plans sake
- Not understanding the environment
- Partial leadership commitment
- Not having the right people involved
- Not developing an adaptable (living and breathing) plan
- Unwillingness or inability to Sense, Shift, and Seize
- Ignoring reality, facts and assumptions
- No accountability of follow through
- Unrealistic goals or lack of focus and resources

Steering Committee



Steering Committee

A standing committee established to develop and monitor the strategic planning process for Winthrop.

- **Edward Serna**
President and Plan Sponsor
- **Leah Simmonds**
Vice Chair, Staff Assembly
- **Chuck Rey**
Athletic Director
- **Gary Simrill – Chair**
Strategic Planning Committee Chair
- **Kevin Hughes**
Vice President, Advancement
- **Christopher Johnson**
Sustainability Coordinator
- **Meg Webber**
Vice Provost
- **Sheila Higgs Burkhalter**
Vice President, Student Affairs
- **Zan Jones**
AVP, Human Resources & Chief Diversity Officer
- **Alice McLaine**
President, Faculty Conference
- **Joseph Miller**
Vice President, Enrollment Management



Overall Roles & Responsibilities



Project Sponsor



Steering Committee



Project Coordinator



Next Steps



Immediate Action Items

BRG to circulate
Staff Conference
“mini”
questionnaire



BRG team in
Rock Hill



Conduct Focus
Groups, and
Surveys



Strategic Planning Website

StrategicPlanning.Winthrop.edu





Strategic Planning Email

Strategy@Winthrop.edu





Immediate Action Items

Questions and Feedback





Thank you!

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