

# American University of Beirut

---

Strategic Planning

# The Task

---

- ❑ To fulfill AUB mission
- ❑ To achieve AUB strategic objectives

“Within the broad strategic guidelines laid down by the President”

# The Process

---

Is:

- Systematic
- Institution-wide

Covers:

- Preparing Plans
- Reviewing Performance against Plans

# Organizational Structure

---

- ❑ Board of Trustees Strategic Planning (SP) Committee
- ❑ SP Steering Committee
- ❑ SP Positioning Committee
- ❑ Four Committees for Institution-wide issues
- ❑ Seventeen Teams for individual Planning Units

# Institution-wide Issues

---

- General Education
- Graduate Education & Research
- Enrolment Management
- Information Technology

# Reports on Institution-wide Issues

---

- Introduction
- SWOT analysis
- Vision, goals, strategies and measurable outcomes
- Resources needed
- Available on WebCT:
  - ID: guestSPCxxx
  - Password: guestSPCxxx

# AUB's Planning Units (2005)

---

- All Faculties & Schools
- Regional External Program (REP)
- Student Affairs
- Finance Group
- Physical Plant
- Business Services
- Human Resources
- Office of Development
- FPDU
- OIRA
- University Libraries

# Common Planning Outline (1/3)

---

- Mission statement
- Major accomplishments
- External trends and influences
- SWOT analysis
- Vision statement
- Student learning outcomes (academic units only)

# Common Planning Outline (2/3)

---

- ❑ Strategy map
- ❑ Key performance indicators
- ❑ Summary of strategic initiatives
- ❑ Initiative planning details
- ❑ Mechanisms and activities to secure faculty/staff participation in the planning process

# Common Planning Outline (3/3)

---

- ❑ Mechanisms and activities to foster Interdisciplinary, Cross-University, Cross-functional programs
- ❑ Schedule of performance reviews
- ❑ Other considerations

# Key Features

---

- ❑ Strategic Planning Steering Committee
- ❑ Planning Workshops
- ❑ Financial Support to Special Projects
- ❑ Prioritization and allocation of resources

# Schedule

---

- Inst-wide issues analyzed ➤ Nov '04 – Apr '05
- Guide for developing plans ➤ Jan '05
- Workshops ➤ Feb – Apr '05
- Draft plans prepared ➤ Apr - Aug '05
- Input solicited to draft plans ➤ Jun – Sep '05
- Iterative plan alteration ➤ Jul – Oct '05
- SPSC review plans ➤ Nov – Dec '05
- SPSC decisions communicated ➤ Dec 23, 2005
- Approved recommendations incorporated in '06 -'07 budget ➤ Dec 30, 2005