

AMERICAN UNIVERSITY OF BEIRUT

Role of Quality
in Strategic Planning

Quality & Planning

- ❑ Organizational Learning Processes
- ❑ Data-driven decision making
- ❑ Broad communication across organization
- ❑ Assess needs of multiple stakeholders
- ❑ Use benchmarks
- ❑ Need strong leadership commitment
- ❑ Require critical thinking
- ❑ Attempt to transfer the rigor of learning in the classroom to the larger organization

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- ❑ Provide tools and processes to manage planning and change
- ❑ Mission and Vision statements are based on the needs of external stakeholders
- ❑ Faculty, staff and administrators share a common understanding and commitment about what we they want to accomplish collectively

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- Feedback is regularly solicited from:
 - Students, Faculty, Parents
 - Staff, Employers, Alumni
- Casual, political and crisis-oriented decision making is replaced with information-grounded strategic innovations

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- Quality improvement efforts focus on core processes
 - Strategic planning identifies which processes
 - CQI improves those processes that have been identified

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□ Result in:

- More delegation, as senior management focus on fewer issues
- Teamwork and team decision-making is fostered

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□ In summary:

- Strategic Planning provide the framework for defining the University's Mission, Vision and Initiatives
- Continuous Quality Improvement provide the principles and the tools for guiding the planning process and implementing the choices made