

SEWB Strategic Plan Guideline

SEWB Unit Planning, Assessment, & Reporting



- 1 It is part of SACSCOC Accreditation & good business practice.
- 2 An annual/on-going process by which units set, measure, implement, and assess goals.
- 3 Must be in-line with Institute Strategic Plan (ISP) or President's Goals (PG).
- 4 Required for *most* units: Strategic Assessment Plans (SPA), End-of-Year (EOY), Progress Check-Ins & Reporting.
- 5 Annual unit reports due on October 1st each year to document goal attainment & accomplishments.
- 6 Basic Standards for reporting and all SEWB reports due in the Anthology Planning platform

Units Required to Submit Reports

Arts, Belonging & Community

Intercultural Student Programs
Office of the Arts
Student & Campus Event Center
Veteran's Resource Center

Campus Services

Campus Recreation Center
Campus Services Administration

- Card Services & Credentialing
- Auxiliary Operations

Tech Dining
Housing & Residence Life
Stamps Health Services
Sustainability

Student Life

Center for Mental Health Care & Resources
Center for Student Engagement
Dean of Students
Leadership Education & Development
Orientation & Transition Programs
Student Integrity
Wellness Empowerment

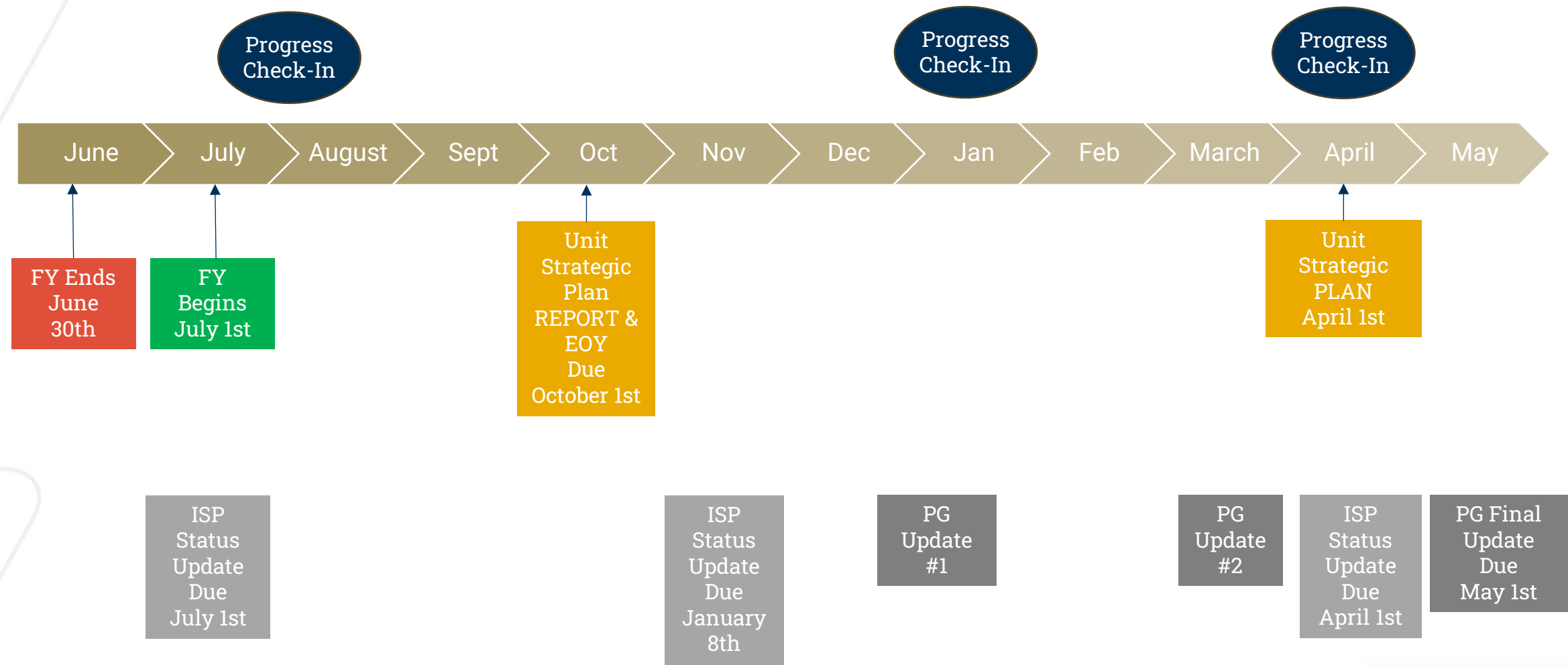
SEWB Vice President

Cultivate Well-Being Action & Transformation
Development and Parent Giving
Marketing & Communications

End-Of-Year Report Only

Budget & Finance, Business Operations, Capital Projects, Engagement and Human Resources/Business Partners.

Strategic Plan Assessment Timeline



PG= Presidential Goals

ISP= Institute Strategic Plan

Strategic Plan Assessment – Goal(s)

Strategic Plan Assessment (SPA) – Plan and Report



Plan

Goals

High-level statement of what your unit aims to accomplish in alignment with its mission.

Objective

Concrete targets that are established to guide the direction and performance of your unit.

Measure

Quantifiable metric used to evaluate success in achieving your unit's strategic objectives.

Benchmark

Performance target that refers to a specific standard your unit strives to meet.

Action Item

Discrete task that must be accomplished by a specific deadline as part of a larger project.

Resources

Resources needed to accomplish the objective.

Implementation & Timeline

It involves transforming the strategic vision into actionable steps and processes.

Report

Results

It refers to the tangible outcomes or achievements that an organization or entity has realized over a defined period.

Continuous Improvement

It describes how assessment findings will be utilized to drive ongoing improvement in the department.

Goal Standards

01

1-3 annual goals per unit - goal(s) and/or objectives should be in S.M.A.R.T. framework

02

Each goal should link to the strategic priority of the Institute Strategic Plan

03

Each Goal can have multiple objectives/tactics

04

Defined measures of success for each goal

Strategic Plan Items - Mission Statement



The mission statement is a brief description of the unit's fundamental purpose. It answers the question, 'Why do we exist?' The mission statement articulates the unit's objectives and its approach to achieving those objectives. It serves as a guide for decision-making processes and helps ensure that they align with the institute's values and ethos. The statement includes the unit's purpose, core values, target audience, and services offered.

"The Georgia Institute of Technology is a public research university established by the state of Georgia in Atlanta in 1885 and committed to developing leaders who advance technology and improve the human condition".

Strategic Plan Items - Department Goal



- Department goal is a high-level statement of what your department aims to accomplish in alignment with its mission.
- Each department is expected to have one or two goals.
- Goals remains stable over a 3-5-year period.
- Please indicate the department goal number in the Department Goal # field.
- Select the department goal's relationship with the Institute's strategic plan from the dropdown list.

Strategic Plan Items - Objectives

- Objectives are concrete targets that are established to guide the direction and performance of your unit.
- They outline the “how” and “what” needs to be done to move toward fulfilling the organization’s mission and vision.
- They should be specific, measurable, achievable, relevant, and time-bound (S.M.A.R.T.).
- Please use the ## format to link each objective to the corresponding department goal (e.g., 1.2 indicates that the second objective is associated with department goal 1).



S.M.A.R.T. Format for Objectives

Specific

They clearly define what is to be achieved

Measurable

They have associated criteria that allow for tracking progress and outcomes

Achievable

They are realistic and attainable within the available resources and time frame

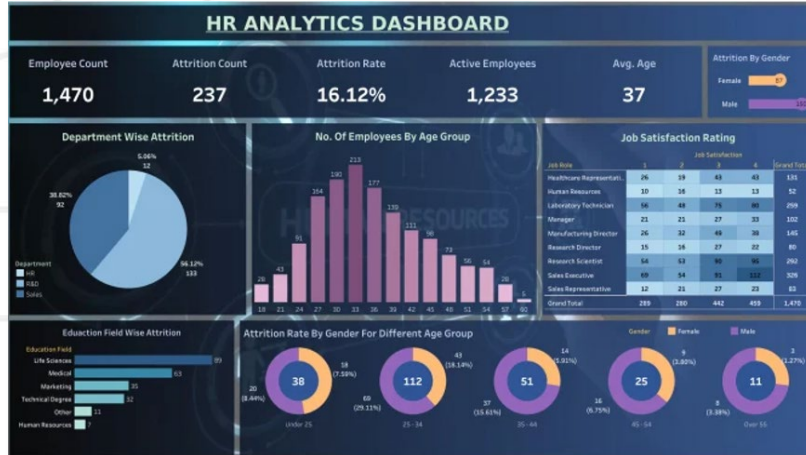
Relevant

They align with the organization's strategic direction and its long-term goals

Time-Bound

They have a clear deadline by which the goal should be met

Strategic Plan Items - Measure and Benchmark



In a strategic plan, a measure is a quantifiable metric used to evaluate an organization's success in achieving its strategic objectives. Measures are crucial for tracking progress, assessing effectiveness, and guiding informed decision-making. They provide evidence of whether the strategy is working and help determine if adjustments are needed.



A benchmark as a performance target refers to a specific standard or set of standards that an organization strives to meet or surpass. This target is typically based on industry best practices, competitor performance, or an internally recognized level of excellence. Benchmarks are used to measure progress and drive continuous performance improvements.

Examples of Objectives and Measures



Objective: Expand Community Engagement

Measure 1: Engage X number of students in community services each year

Measure 2: Increase partnerships with local organizations by X%



Objective: Advance Diversity and Inclusion

Measure 1: Achieve X% increase in the enrollment of underrepresented student groups by year Z

Measure 2: Implement X number of diversity and inclusion training programs for faculty and staff



Objective: Improve Infrastructure

Measure 1: Complete X number of campus improvement projects by year Z

Measure 2: Increase classroom and laboratory space by X square feet by year Z



Objective: Develop Innovative Programs

Measure 1: Launch X new interdisciplinary degree programs by year Z

Measure 2: Secure X amount of funding for curriculum development

Strategic Plan Items - Action Item and Resources

Action Item

An action item is a discrete task that must be accomplished by a specific deadline as part of a larger project, meeting, or plan. It is an actionable step assigned to an individual or team to complete to achieve a particular goal or objective. Use this space to describe specific activities, projects, or initiatives the department will implement to achieve the objective and reach the benchmark.

Resources Needed

Please, use the dropdown list to select if your unit will need resources to achieve the objectives described before. If your department will need resources, please use the appropriate space to describe those resource needs (e.g., \$2500 to purchase software, \$1000 for training, etc.).

Strategic Plan Items - Implementation and Timeline

Implementation involves transforming the strategic vision into actionable steps and processes. Please describe the specific steps that will be taken to achieve the defined goals, along with the schedule or timeframe within which the implementation of the strategies and activities is expected to occur.



STEP 1

2022



STEP 3

2024



STEP 5

2021

2023

2025

STEP 2



STEP 4



Strategic Plan Items - Actual Results

Actual results typically refer to the tangible outcomes or achievements that an organization or entity has realized over a defined period, such as a fiscal year or a specific project timeline. These results are compared against the goals, objectives, and targets set forth in the strategic plan.

Please use the space to provide a brief narrative of the specific results for each measure. The narrative should include, where appropriate, the specific percentage or sample size that aligns with the target for performance.



Strategic Plan Items - Use of Results for Continuous Improvement

Please use this space to describe how assessment findings will be utilized to drive ongoing improvement in the department. This includes analyzing assessment results, identifying areas for improvement, and implementing strategic changes and actions based on the insights gained from the assessment. The aim is to continuously enhance performance, effectiveness, and efficiency by utilizing assessment data to inform decision-making, refine processes, and address identified areas of improvement.





Questions



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