

**JACKSONVILLE STATE UNIVERSITY**  
**Manual of Policies and Procedures**

**POLICY NUMBER: 1:01:13**

**DATE: April 23, 2007**

**REVISION / REVIEW DATES: July 2013**

**SUBJECT: Strategic Planning**

**APPROVED: William A. Meehan, President**

**PURPOSE**

This policy is intended to establish Jacksonville State University's campus-wide strategic planning guidelines.

**INTRODUCTION**

Jacksonville State University engages in strategic planning in order to evaluate current environmental factors and create strategies that will enable the university to achieve its stated vision, mission and university goals.

The strategic plan is intended to be dynamic and comprehensive; in that it will be periodically updated to reflect the changing environment of higher education and to ensure that it facilitates the direction of the University. It will be necessary, therefore, for the university community to be aware of the strategies, initiatives, and their progress. At least quarterly, the Strategic Planning Committee will meet to revise and monitor progress. Following quarterly meetings the University's Strategic Plan website will be updated with information containing the status of progress towards fulfillment of the plan.

For each strategy's action items, metrics or outcomes will be determined and clearly stated based on what the committee intends the action item to accomplish. These metrics and outcomes will be monitored in the Strategic Planning Committee's quarterly reviews.

The Strategic Planning Committee will ensure that the strategic plan is updated and approved every five years. The Strategic Planning Committee will also ensure that the strategic plan is implemented, as approved by the Board of Trustees. They will meet quarterly to monitor progress of the plan; document any revisions made to the plan; post minutes on the strategic plan webpage; and report progress annually to the President, Board of Trustees and the JSU

community.

## **PROCEDURES**

**Development:** Every five years the strategic planning committee will review and update, if necessary, the university's mission, vision, and goals. Pre-planning tasks, including surveys, SWOT analyses, and environmental scans will be conducted prior to development of strategies and action items. Broad-based participation will be sought in developing the strategies and action items, culminating in a survey of the community for overall agreement. The strategic plan and significant changes will be presented to the Board of Trustees for approval.

**Implementation:** The strategic plan will consist of strategies and action items that will be documented in PRISM, JSU's central planning and reporting system. The Strategic Planning Committee will monitor progress quarterly and report to the President and Trustees, and to the JSU Community on an annual basis.

**Participation:** The Jacksonville State University President will seek broad-based input in the development and implementation of the strategic plan by appointing a Strategic Planning Committee composed of faculty, students, staff, and administrators. The Strategic Planning Committee members will include members of the University Council; Chairpersons of Committees including the Enrollment Management, Institutional Effectiveness, Budget, and Distance Education Committees; and representatives from the Dean's Council, Faculty Senate and Student Government Association. The President will invite a member of the committee to serve as Chairperson.

## **RESPONSIBILITY**

The Executive Director for Planning and Research is responsible for this policy.

## **EVALUATION**

This policy will be reviewed by the University Council every five (5) years.