

## SPOT THOUGHTS

April 20, 2018

### **Thoughts and ideas about the optimal communication and involvement strategy**

Develop the strategy via groups of teams

Well defined goals

Define channels to hear voices

Awareness of communication processes

Identify strategies that engage everyone

Metrics that define success that can provide feedback

Create a rich communication environment, face-to-face as much as possible

Identify opinion leaders and incorporate their capabilities to facilitate activities and messaging (all levels from students through governmental officials)

Assure all disciplines are involved; ask for expressions of interest to tap into motivations to engage

Gather external stakeholder voices as holistically as possible

How is the motivation to change created?

How are partnerships defined and created and assessed for success?

Engage the students in a manner in which they are most likely to be engaged....link their involvement to a service or "activism"....crowdsourcing of ideas...one question at a time over time

How to engage from the perspective that this time is different...to actually believe it

Recognize past failures so as not to repeat them

Create the thinking that this matters to YSU and that will make a difference for that person

Create motivation to be involved: not done to, but with

Multiple venues and avenues for input for which there is a reason/incentive to be engaged

Campus-wide kick-off

Bring in outside thought-leaders

Constant, repetitive messaging and engagement

### **Thoughts related to the discussion of the Pre-planning, Planning, Implementing and Doing timeline**

#### ***Items to level-set the planning process***

Determine the data that needs to be collected to inform the process

Determine what is left undone for the previous strategic plan to learn from what was and was not done

Identify other institutions that have shifted their culture and learn from them (*doughnut*)

Identify the detractors/distractions/barriers to success and minimize those

Identify the incentives, not necessarily monetary, to be fully engaged

Determine how to intersect with local current strategic plans or planning processes currently underway

### ***The “what” of strategic planning***

Frame a conversation around what YSU means to the community in the context of the future of higher education

Clearly identify stakeholders and go to them to engage them in a conversation that will have meaning to them in the process (*Rubik Cube*)

- Students-various subgroups

- Faculty-various subgroups

Meaningful kick-off with emphasis on being a member of an engaged community and not being done to them

What do we want to do and accomplish from a faculty-led perspective

Consider that morale influences the outcomes of planning and doing

Create a truly a bottom up process so there is ownership and responsibility for success

Reset the mission, vision, values

Identify what has made YSU successful for the past 100 years and what will make it successful in the next 100 years given how society, higher education, et al. will change.

### ***The “how” of alignment and activation***

Develop a “stewardship” framework for the allocation, reallocation, and the use of resources

Budgetary changes-move away from historically based budgets

- Budget process should be transparent

- Clear allocation and reallocation principles and processes

There should be a leadership philosophy that aligns the plan with the doing