


# University of Wisconsin-Stout Strategic Planning Model

Less Frequent Iterations



More Frequent Iterations

**Mission**  
The mission statement provides information on why the organization exists, who it serves and how.

**Values**  
The value statements describe the basic beliefs, values, and ethical priorities of the organization.

**Vision**  
The vision statement aligns the change agenda with stakeholders' needs and organizational plans.

**Situation Analysis**  
The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a tool to examine the organizations' internal strengths and weaknesses, and to provide an external survey of threats and opportunities. It is performed as part of Stakeholder Visioning. It allows the organization to build on Strengths, minimize Weaknesses, seize Opportunities and counteract Threats.

Internal survey of strengths & weaknesses	External survey of opportunities & threats
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**Stakeholder Visioning**

2001: Visions for UW-Stout's Future	2003: FOCUS 2010 New Partnership	2008: Focus 2015
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**Goals**  
Areas of focus in order to support and move towards the vision statement.

Enduring Goals	FOCUS 2010 Goals	FOCUS 2015 Goals
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**Action Plans and University Priorities**  
Primary mechanism to achieve the enduring and five-year goals. They include strategies for implementation, assign responsibilities and timelines, and allocate resources.

<p style="text-align: center;"><b>Action Plans</b></p> <p>Action Plans are comprehensive documents comprised of multiple initiatives. The number of action plans changes with changing needs.</p> <ul style="list-style-type: none"> <li>• <b>Academic Plan</b></li> <li>• <b>Capital Plan</b></li> <li>• <b>Climate Action Plan</b></li> <li>• <b>Division Plans</b></li> <li>• <b>Inclusive Excellence (Equity Scorecard)</b></li> <li>• <b>IT Plan</b></li> <li>• <b>Marketing Plan</b></li> <li>• <b>Training and Development Plan</b></li> </ul>	<p style="text-align: center;"><b>University Priorities</b></p> <p>University Priorities are more focused documents that zero in on one specific initiative. Although more focused in scope than the action plans, University Priorities are closely monitored by the Strategic Planning Group.</p>
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**Performance Indicators**  
Measures and targets associated with the four perspectives of the balanced scorecard, established to assess progress in achieving the organization's enduring and five-year goals.

Customer	Financial	Learning & Growth	Internal
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**Periodic Reviews**  
A review of progress (6-month & 12-month follow-up) including modification of action plans.