

Sam Houston State University

One-Page Strategy Intro

Faculty & Administrators Forum November 09, 2017

SHSU Vision: Best at **EDUCATING** the next generation of **PROFESSIONALS**.

The **Goal** – Repeatable, Efficient Planning Producing Reliable Successful Outcomes

- ✓ Early fall - **Assessment** analysis
- ✓ Late fall - **Strategy** updated
- ✓ Spring - **Budget** planning
- ✓ Spring - **Budget** hearings
- ✓ Summer - **Budget** review/approval
- ✓ August - **Assessment** wrap up



strategy

A plan of action designed
to achieve a
specific goal



Is our strategy “WORN”?

Most enterprises invest substantial time and energy into robust strategy documents that Gartner refers to as “WORN” (written once, read never) — an oxymoron, since they never are used enough to become worn.”

Andy Rowsell-Jones, research vice president

Gartner



Are we all moving the same direction?

6%

of employees know their own **individual priorities**

(Stephen Covey & Bob Whitman)

15%

of employees know their **organization's top priorities**

(Stephen Covey & Bob Whitman)



14%

of employees understand the **organization's strategy**

(forbes.com)

32%

of employees **doubt their organization has a plan** at all

(Harvard Business School)

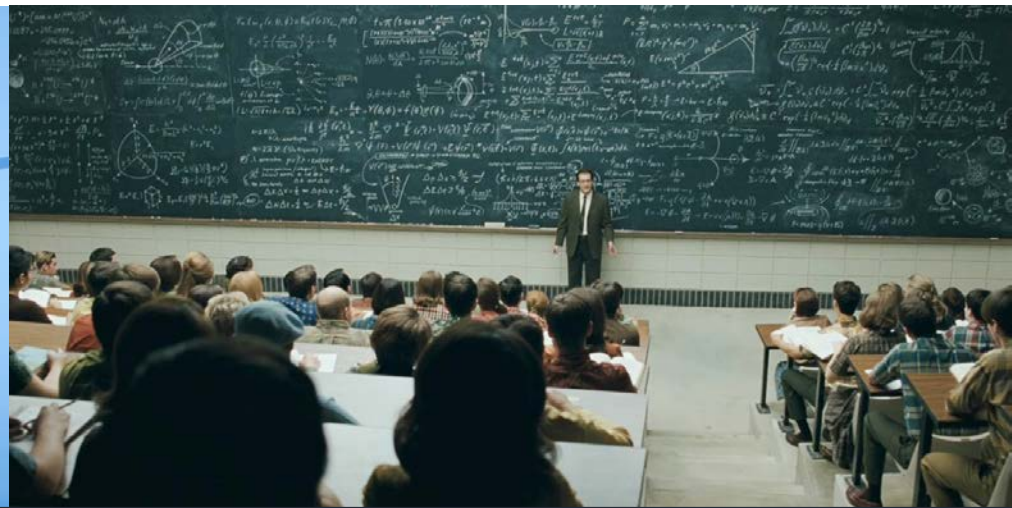


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What most
people think
the strategy is



- Southwest Airlines founder **Herb Kelleher**

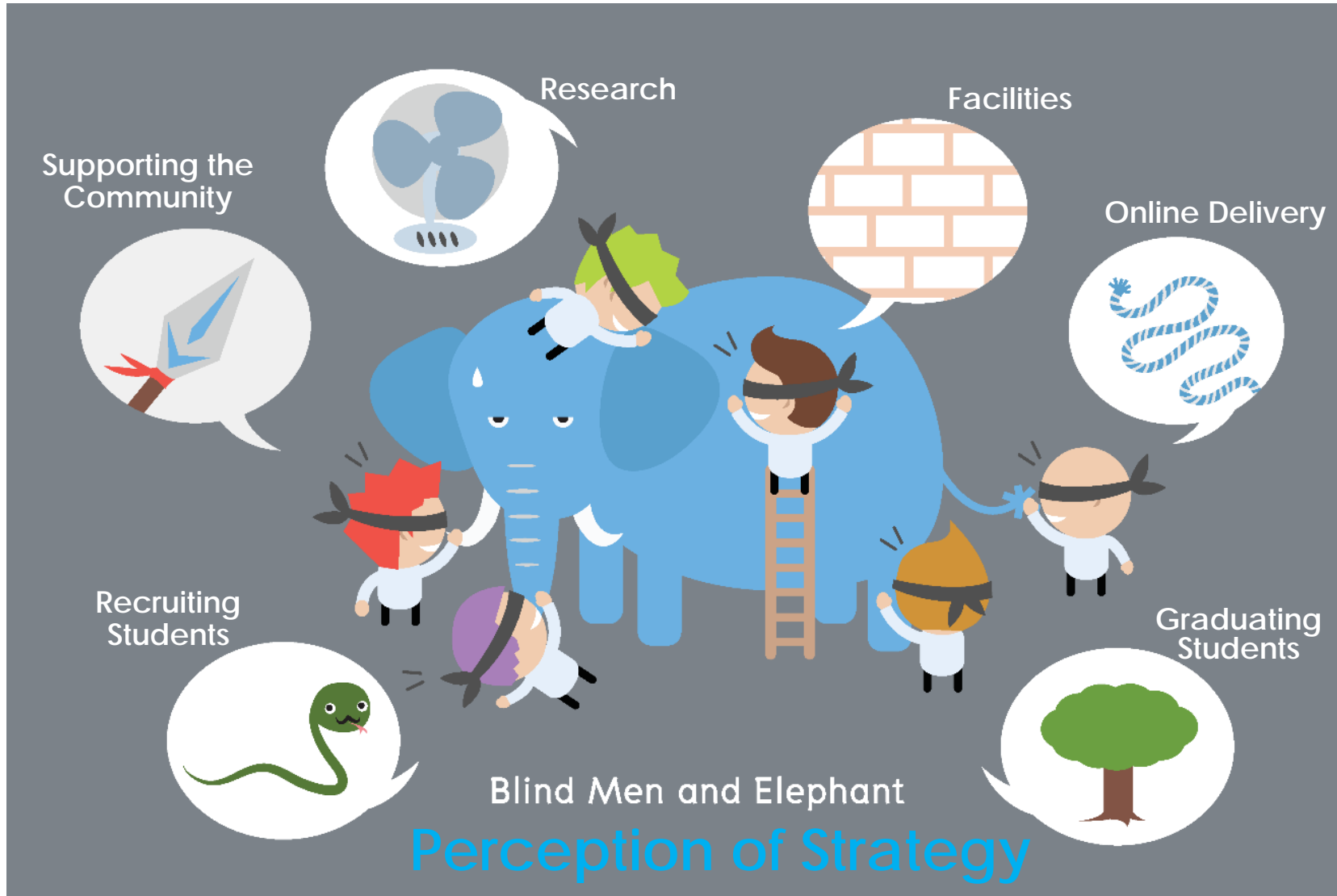


What got us here ...

...will not get us here.



Perception is reality = A **BIG problem** understanding strategy



The Artful **Strategy**
Lies in the Ability ...



... to Bring Into Focus
the **Organizational**
Success Story.



SHSU One-Page Strategy



Sam Houston State University — Strategic Plan Model

MISSION: Sam Houston State University provides high quality education, scholarship and service to qualified students for the benefit of regional, state, national and international constituencies.

VALUES:



SUPPORTING STRATEGY:



Lifelong Learning

Foster a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators and professionals.



Stimulating Environment

Promote a stimulating learning environment through the integration of academic settings, campus culture and service.



Intellectual Transformation

Increase and develop university resources and infrastructures that support the intellectual transformation of students.



Anticipating Needs

Enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels.



Data-Driven Decision Making

Promote efficient data-driven decision making through the integration of centralized data analysis, review and dissemination.



Enhanced Outreach

Cultivate a continually sensitive and proactive response to the ever-changing needs of our constituents.

SAM HOUSTON, A GREAT NAME IN TEXAS EDUCATION



**Sam Houston
State University**

Source: Office of the President website

The **Opportunity**: A SHSU One-Page Planning **Initiative**



A One Page Strategic Plan **communicates** clearly, allowing **collaborative alignment** and **focus** of the **team**, resulting in increased **engagement** and **success** achieving an organizations **top priorities**.

OK, sounds great....but show me!

collaboration

Alignment

Focused effort

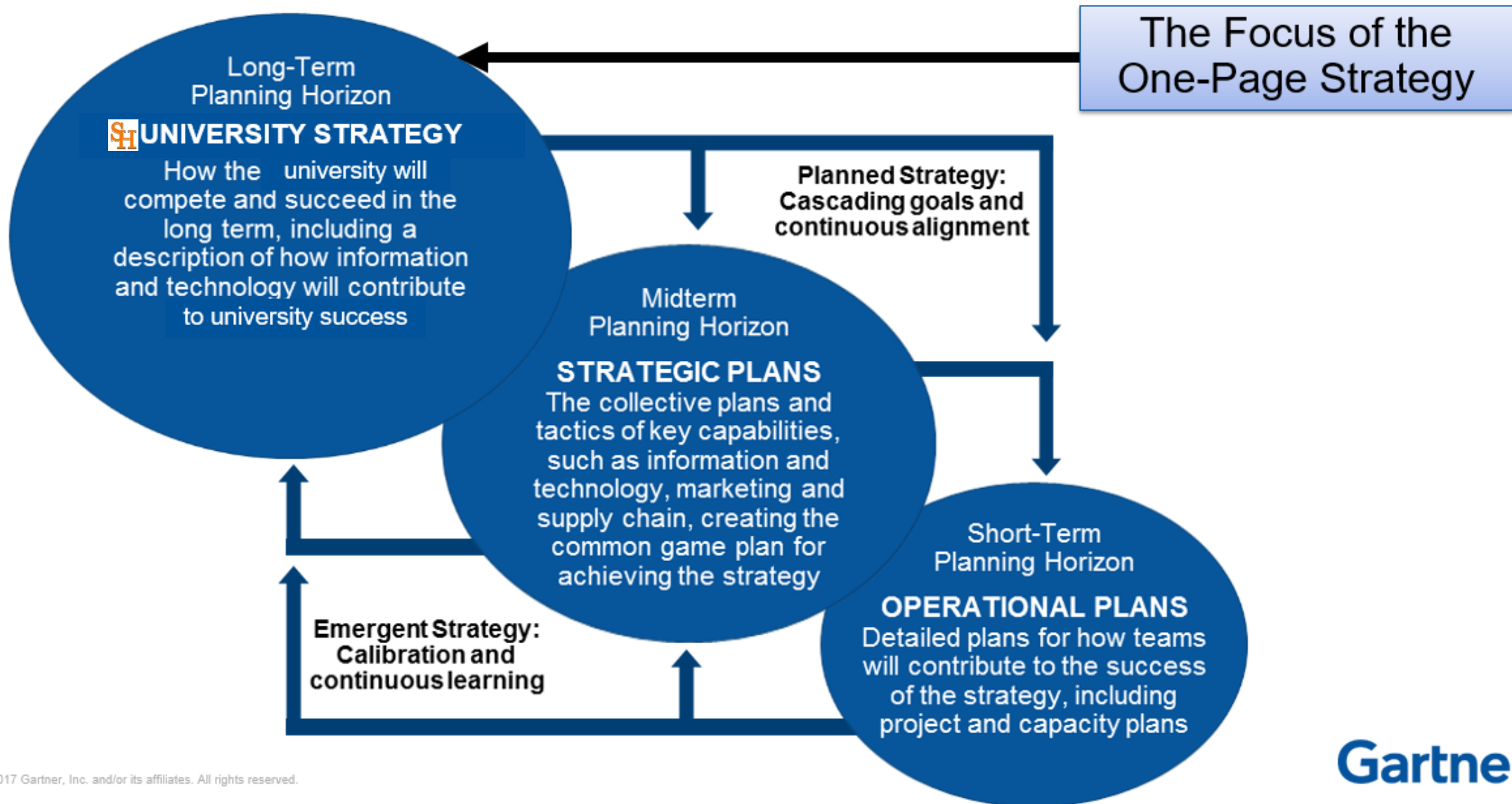
SUCCESS

Clear direction

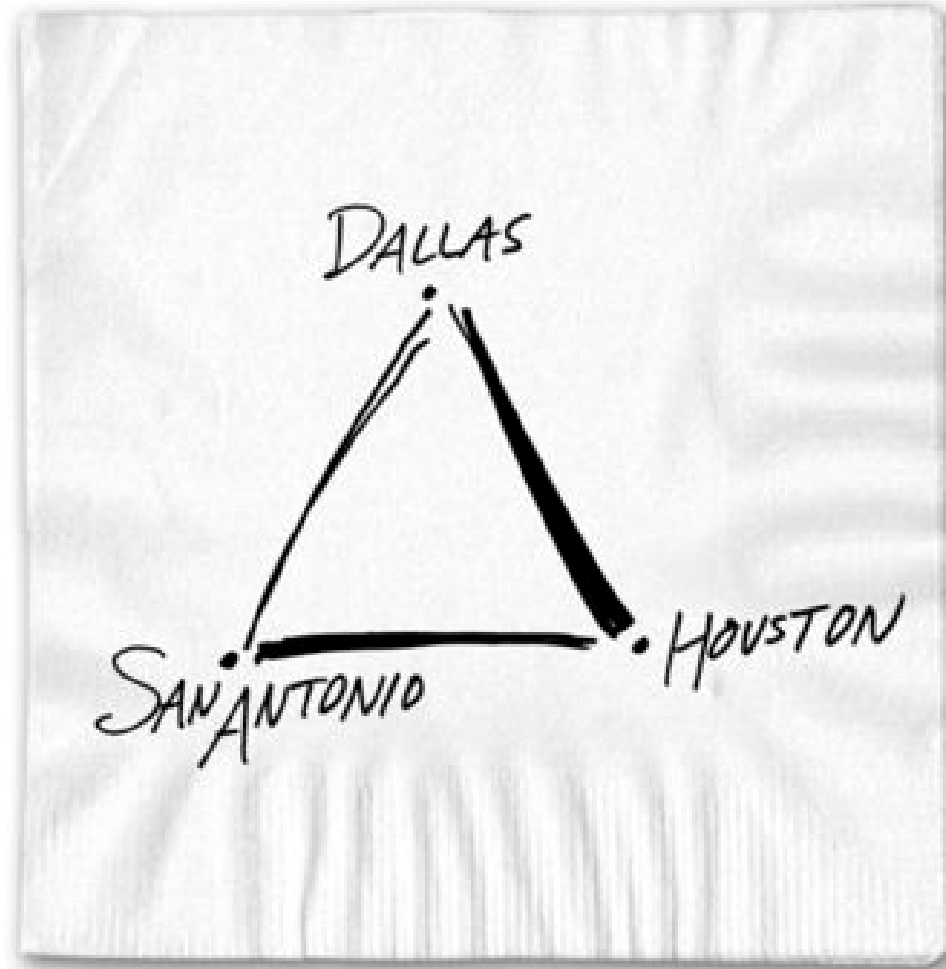


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Three Strategic Planning Levels



Southwest Airlines Introduces the Low-Cost Airline



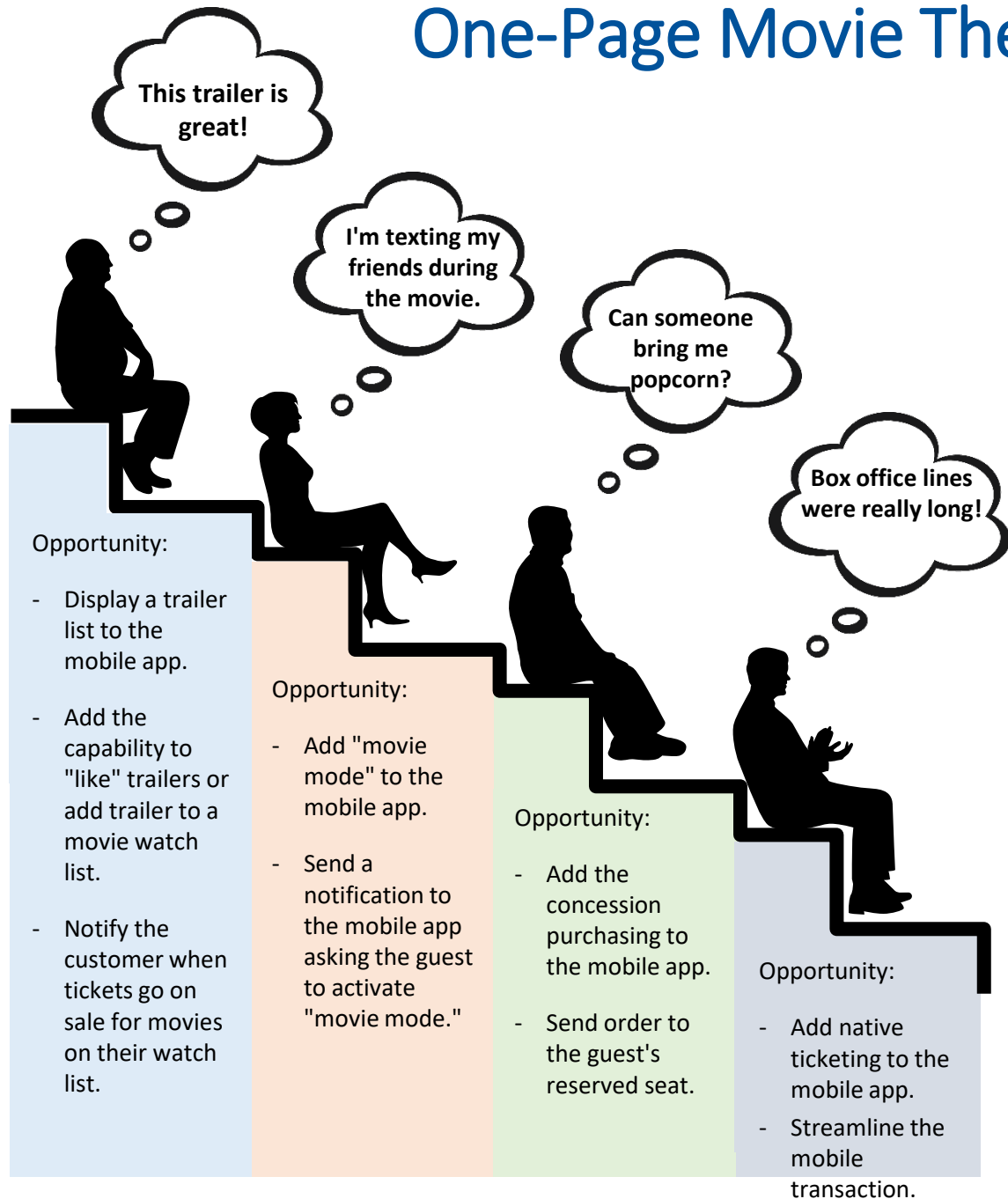
Circa 1967 San Antonio

If you can't fit it on a page,
you're not simplifying it
enough.

Brian Chesky, Co-Founder and CEO Airbnb



One-Page Movie Theater Strategy Example



Customer Experience Goals:

- 1) Encourage future visits through increased engagement.
- 2) Leverage the mobile app to provide additional in-theatre services.
- 3) Offer the guest a frictionless transaction experience.

Infographic meets strategic plan...

TECHNOLOGY STRATEGY: *Building the Foundation & Igniting Transformation*

BUSINESS STRATEGY

GROWTH



STUDENT EXPERIENCE & SUCCESS



INSTITUTIONAL EFFICIENCY & EFFECTIVENESS



ADVANCED INFRASTRUCTURE



INNOVATION



STRATEGIC CAPABILITIES



- ACCELERATE STUDENT TRANSFERS
- INCREASE TENURE & TENURE TRACK FACULTY
- INCREASE STUDENT OUTREACH & RETENTION

- ENHANCE MYMAV EXPERIENCE
- PREDICT STUDENT SUCCESS
- STREAMLINE STUDENT PROCESSES
- IMPROVE LEARNING ENVIRONMENT

- SUPPORT ADMINISTRATIVE ACTIVITIES
- AUTOMATE BUSINESS PROCESSES

- CLOUD-BASED SOLUTIONS
- HOSTED & DATA STORAGE
- SECURE CONNECTIVITY

- PROVIDE TECHNICAL PLATFORMS TO SUPPORT INQUIRY & ACHIEVEMENT

PROJECTS IN-FLIGHT



- JTA X TCC (E-TIP)
- DIGITAL MEASURES
- DEGREE MAP (CIVITAS)

- STUDENT FINANCIAL PROCESSES (ORACLE)
- SAS – ANALYTICAL DATA WAREHOUSE
- INSPIRE FOR FACULTY

- TIME & LABOR
- BUSINESS SUPPORT DESK
- MAV eSHOP (SciQUEST)
- HYPERION FINANCE
- GRANT MANAGEMENT
- DATA GOVERNANCE
- FINANCIAL REPORTING

- HR WORKFLOW (eFORMS)
- SECONDARY DATA CENTER
- NETWORK UPGRADE PHASE I
- OUTSIDE WIRELESS EXPANSION

- EDUROAM

Projects In-Flight - Lead Team: ● Business Affairs ● Enrollment Services ● Human Resources ● OIT ● Provost ● Research ● University Analytics

PREPARING FOR LAUNCH



- CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
- TEXT MESSAGING
- WEB MODERNIZATION

- CLOSED CAPTIONING
- DIGITAL CLASSROOM
- EPORTFOLIO

- ROLE-BASED ACCESS MGMT.
- INFRASTRUCTURE AS A SERVICE

- EMAIL/FILE CLOUD MIGRATION
- VOICE OVER IP (VOIP)
- NETWORK UPGRADE PHASE II
- WIRELESS UPGRADE

- RESEARCH SERVICE CATALOG & PORTAL
- HPC & STORAGE

Preparing for Launch - Next Steps: ● Project Plan ● Business Case ● Strategy

Next Steps

- ✓ **September** - Evaluation workgroup was established
 - ✓ COBA
 - ✓ COFAMC
 - ✓ COHSS
 - ✓ Finance & Operations
 - ✓ Information Technology
 - ✓ Student Affairs
- ✓ **October** - Kick-off introduction workshop
- ✓ **November** – Campus Introduction to One-Page
- **December/January** – workgroups develop sample plans
- **January 25** – Status update and review of workgroup samples at PCAB/CAD retreat. Determine next steps.



One-Page Strategy Introduction

