STRATEGIC PLANNING DEFINED?

“a formal process of determining what ASU intends to be in the future and how it will get there, based on an optimal alignment of University strengths with key opportunity drivers in the external environment.”

It is finding the best future (position) and the best path (direction) to reach that destination

Strategic Planning: A deliberate, disciplined effort to produce fundamental decisions and actions that shape and guide what an institution is, what it does, and why is does it.
Think for a moment . . .

What makes ASU unique?

What does ASU do well?

What could ASU do better?

What does ASU look like in the future?
ALCORN STATE UNIVERSITY

STRATEGIC PLANNING
OPEN FORUM #2

Questions and Comments