



2023-2026 Strategic Plan

Open the Door to What's Next

Communication Plan



Deliver Distinctive Academic Experiences



Unlock Student Potential



Support Community Well-Being



Build Change for Our Common Good

The Strategic Planning Steering Committee (SPSC) serves in an advisory capacity to the President. The SPSC facilitates communication with the campus community and its stakeholders regarding the College's Strategic Plan (SP). The SPSC gathers input and ideas from the campus community and provides updates on each of the SP initiatives and feedback regarding outstanding proposals.

The SPSC will gather input by:

- Engaging in regular meetings with the campus community to share updates on how each SP initiative is supporting the day-to-day operations of various departments; and
- Soliciting ideas and proposals for related initiatives and future SP's.

The SPSC will report on the progress of the initiatives through:

- Monthly written updates to the President;
- Monthly oral reports at full faculty meetings and full staff meetings;
- Two "Keys Talks" per semester for faculty, staff, and students on selected SP goals; and
- An annual written assessment report to inform the campus community of SP progress (the Assessment Plan is found on the SP webpage).

The Cedar Crest College's website has a more comprehensive SP webpage. All pertinent SP documents are included on the webpage for easy access and to provide the campus with current procedures and information as well as the link to submit new proposals.

The following pages of this communication plan contain information on how to propose a new idea to the SPSC, the workflow process for proposals, and a glossary of common terms. This SP utilizes a design thinking framework. The next page provides some basics on design thinking.

What is design thinking?

“Design thinking is the discipline of finding human problems worth solving and creating viable new offerings in response.”

Dawan Standford, President of Fluid Hive

A design thinking approach begins with two questions posed on the Microsoft SP Design Thinking Form for new proposals:

1. What problem are you trying to solve?
2. How might you describe a better world (campus) created by solving this problem?

This is a different approach to strategic planning. Design Thinking is not a linear process. The College has adopted this methodology to enable the campus community and its stakeholders to approach problem solving by exploring and generating multiple responses to a problem, testing prototypes, and cultivating solutions.

A critical component of design thinking is the people who “live in (and with) the problem.” Transparent and frequent communication with the campus community and its stakeholders is vital to the SP’s success.

The SPSC pledges to communicate openly and often with the campus community and its stakeholders about the progression of ideas/proposals submitted through the Microsoft SP Design Thinking Form. You will likely be called upon to participate in focus groups or discussions to provide feedback on prototypes during the duration of the current SP.

Do you have an idea/proposal for the SPSC? We want to hear from you. Follow the (shortened) URL link below to the Microsoft SP Design Thinking Form.

<https://tinyurl.com/yh2ssuhw>

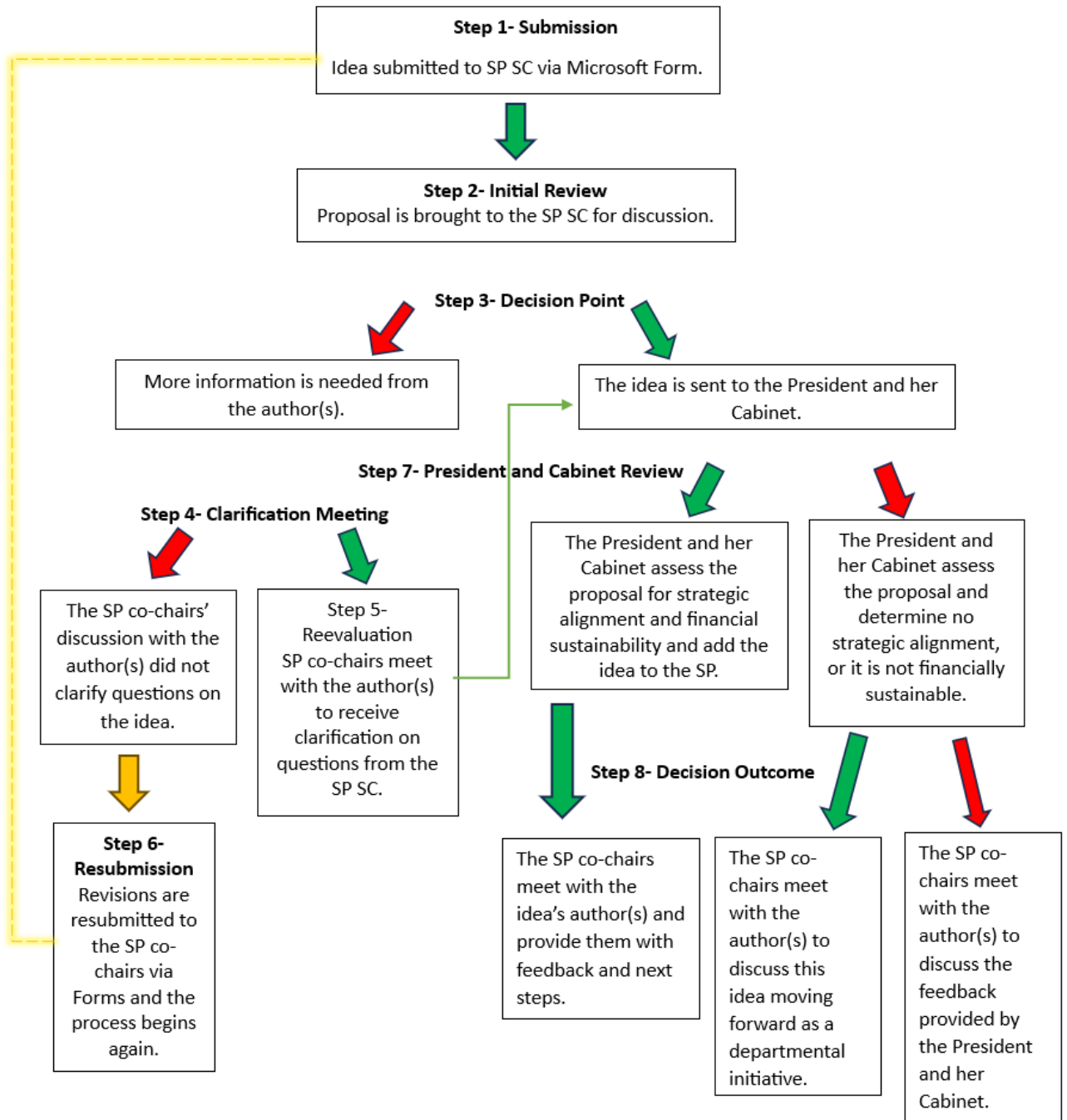
Go to the next page to see what happens with ideas/proposals submitted to the SPSC.

Strategic Plan Submission Process Overview*:

1. **Submission:** Proposal/idea should be submitted via the Microsoft SP Design Thinking Form.
2. **Initial Review:** The proposal will be brought to the SPSC for discussion.
3. **Decision Point:** The SPSC will either:
 - Request more information from the author(s).
 - Forward the proposal to the President and her Cabinet for review.
4. **Clarification Meeting (if needed):** If more information is needed, the SP co-chairs will meet with the author(s) to clarify details.
5. **Re-evaluation:** Based on the clarifications provided:
 - If the provided information fulfills the questions of the SPSC, it will be forwarded to the President and her Cabinet.
 - If the provided information does not fulfill the information needs of the SPSC, the author(s) will receive feedback from the SP co-chairs for revision and resubmission.
6. **Resubmission:** Revised proposals can be resubmitted via the Microsoft SP Design Thinking Form, and the process begins again.
7. **President's Review:** If the proposal is forwarded to the President by the SPSC, she and her Cabinet will review the proposal for alignment with the SP, attainability, and to determine whether the proposal is strategic in nature.
8. **Decision Outcome:** Depending on the outcome of the review by the President and her Cabinet, one of the following occurs (The SP co-chairs will clearly communicate all outcomes to the author(s)):
 - If approved by the President and the Cabinet, the SP co-chairs will meet with the author(s) to provide feedback and discuss next steps.
 - If the proposal is deemed not attainable by the President and her Cabinet, the SP co-chairs will meet with the author(s) to discuss feedback and any changes needed for resubmission.
 - If the proposal is deemed operational and not strategic in nature, the SP co-chairs will guide the author(s) on pursuing the idea as a departmental initiative.

***A visual representation of this process is found on the next page.**

**Have you asked the two design thinking questions on the FORM?
Does your idea align with the College's Mission Statement? If you
answered yes to these questions, then submit your idea on the form.**



What are “Key Talks?”

“Key Talks” will be hosted in the Learning Commons twice during both the fall and spring semesters. These informal discussions will be moderated by Steering Committee members. The goal of these sessions is to keep the campus community informed, pose questions to stakeholders, and receive feedback on current ideas.

These discussions will assist the people working on the idea with the campus community’s perspective to solve the problem. Each member of the campus community brings his/her/their own thoughts and ideas to the discussion. Design thinking involves the whole campus. Faculty, staff, and students are invited to Key Talks.

Have a question about the 2023-2026 Strategic Plan? Contact a Steering Committee member for more information.

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