



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 as an advisory committee to the President. The SPSC facilitates communication regarding the campus' Strategic Plan (SP) among the campus community and its stakeholders. The SPSC will gather input and ideas from the Cedar Crest College campus community while also providing status and feedback on each of the SP initiatives and outstanding idea submissions.

The SPSC will gather input by:

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

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

- Monthly 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
- Annual written assessment report to inform the campus community of SP progress

The Cedar Crest College website will have a more comprehensive page on the Strategic Plan. All documents pertinent to the Strategic Plan will be included on the website for easy access and to provide the campus with current procedures and information as well as the link to submit new ideas or problems needing solutions.

The following pages of this communication plan contain information on how to propose a new idea to the Strategic Plan Steering Committee, the workflow process for submissions, and a glossary of common terms. This Strategic Plan 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 Stanford, President of Fluid Hive

The Microsoft Form for new strategic plan ideas asks you to consider the two questions in the design thinking approach.

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 planning. The approach is not a linear process. Cedar Crest has adopted this strategic plan methodology to enable the College to approach problem solving by exploring and generating solutions to a problem, testing prototypes, and cultivating solutions.

An important piece of this strategy are the people who “live in the problem.” This is why campus communication is vital to the success of the Strategic Plan.

The Strategic Plan Steering Committee pledges to involve the stakeholders in the design thinking approach by communicating openly and often about the progress with the ideas submitted through the plan. You might be called upon to participate in focus groups or discussions to provide feedback on prototypes during the duration of this plan.

Do you have an idea for the Strategic Plan Steering Committee? We want to hear from you. Follow the (shortened) URL link below to the Microsoft Form to submit your idea.

<https://tinyurl.com/yh2ssuhw>

Go to the next page to see what happens to ideas when they are submitted to the Steering Committee.

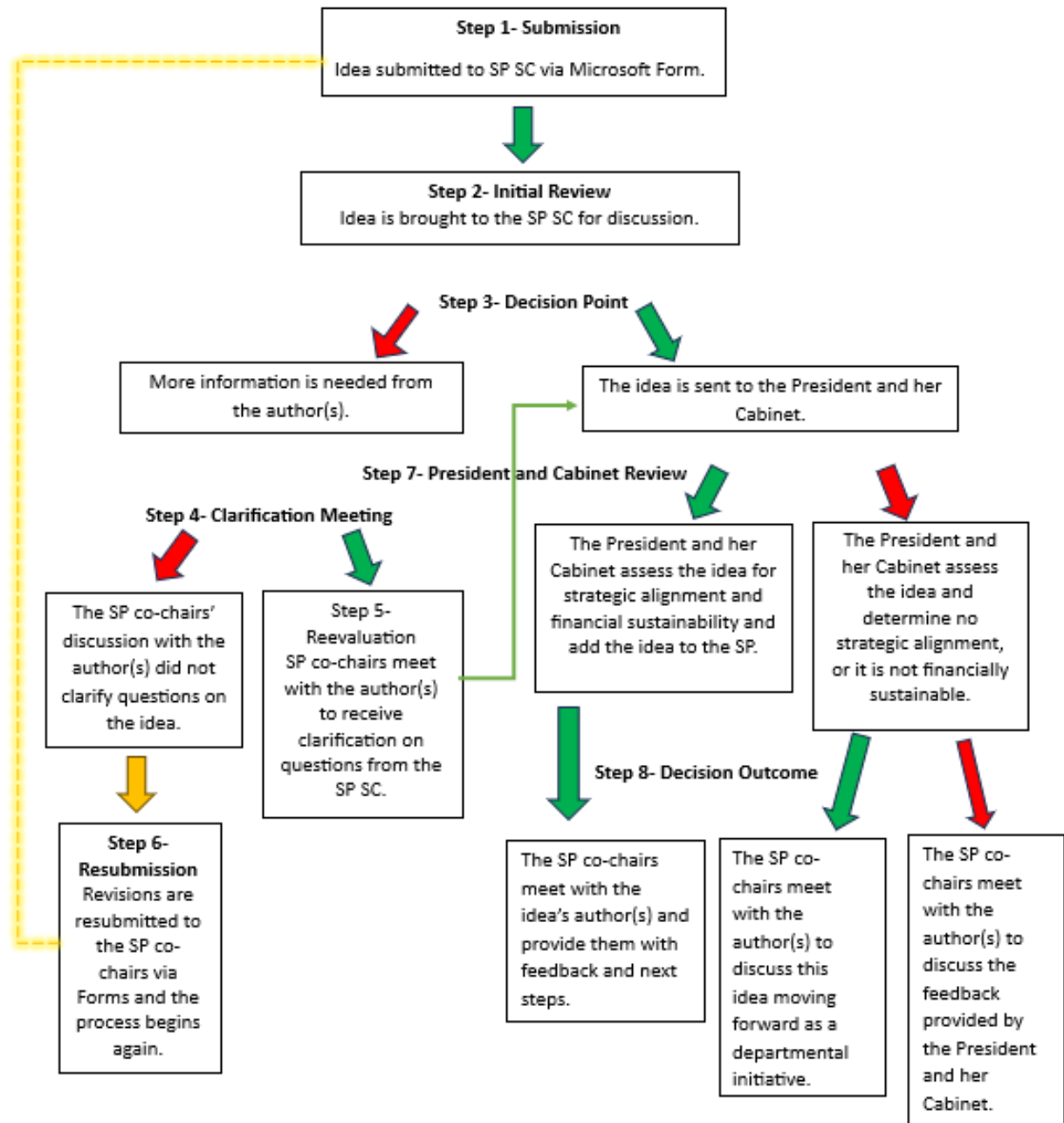
Strategic Plan Submission Process Overview*:

1. **Submission:** Idea should be submitted via the SPSC Microsoft form.
2. **Initial Review:** The idea will be brought to the Strategic Planning Steering Committee (SPSC) for discussion.
3. **Decision Point:** The SPSC will either:
 - Request more information from the author(s).
 - Forward the idea to the President and her Cabinet for review.
4. **Clarification Meeting (if needed):** If more information is needed, the SPSC 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 SPSC co-chairs for revision and resubmission.
6. **Resubmission:** Revised initiatives can be resubmitted via the SPSC Microsoft form, and the process begins again.
7. **President's Review:** If the idea forwarded to the President by the SPSC, she and her Cabinet will review the idea for alignment with the Strategic Plan, attainability, and to determine whether the idea 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 SPSC co-chairs will clearly communicate all outcomes to the author(s)):
 - If approved by the President and the Cabinet, the SPSC co-chairs will meet with the author(s) to provide feedback and discuss next steps.
 - If the initiative is deemed not attainable by the President and her Cabinet, the SPSC co-chairs will meet with the author(s) to discuss feedback and any changes needed for resubmission.
 - If the idea is deemed operational and not strategic in nature, the SPSC 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.**

Strategic Plan
Proposal Workflow

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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