

# TARLETON STATE UNIVERSITY

## UNIFORM STRATEGIC PLANNING TEMPLATE

September, 2002

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Tarleton State University Vision, Core Values, Mission, and Philosophy

Expanded Statement of Purpose and Mission

External/Internal Environmental Assessment (including strengths, weaknesses, opportunities, and threats)

Strategic Goals

Objectives and Strategies

Outcome, Output, Efficiency, and Explanatory Measures

Data and Information Needs\*

Resources/Funding Issues\*

Action Plan and Time Lines

#### Possible Appendices

Financial and Staffing Plans  
Monitoring and Evaluation Plans  
Process for Updating all or Parts of the Plan  
Evaluation and Assessment Calendar  
Facilities Plan

\* see specific guidelines

Oct. 24, 2001

# LINKING STRATEGIC OBJECTIVES to INFORMATION

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Specific information needs to establish the feasibility of the objective

- What do we need to know now?
- Do we have the information?
  - The university?
  - The A&M System?
- Where can we get it?
  - Internet?
  - Other universities?
  - State agencies?
  - THECB?

## **Linking Strategic Planning to Budget Requests**

### **Program/Department Objective(s)**

- A. Question: Can this objective be accomplished with the existing budget or are additional funds needed?
- B. If additional funds are needed, how are they to be obtained?
- 1) State appropriations
    - a) additional
    - b) reallocate
  - 2) Fees
    - a) additional
    - b) reallocate
  - 3) Grants and Contributions
    - a) State
    - b) Federal
    - c) Foundation
    - d) Private
  - 4) PUF
- C. All objectives in strategic plans should have their resources/funding issues section. The first measure of success of an objective to be implemented is sufficient funding. Without sufficient funding objectives cannot be implemented.

Once funding has been resolved appropriate outcomes measures are used to determine the progress of the objective.

## EXAMPLE

### **GOAL**

The university will ensure that its students have an educational experience of excellence that will result in their becoming knowledgeable and productive citizens

### **OBJECTIVE**

To attract, develop, and retain a well-qualified faculty.

### **STRATEGY**

Increase faculty salaries at least to the level of peer institutions and preferably to the state average.

### **OUTCOME MEASURE**

% differences between average salary of the university faculty and averages at selected peer institutions and the state.

### **OUTPUT MEASURE**

Number of university faculty at or above the averages of peer institutions and the state.

### **EFFICIENCY MEASURE**

Average cost per year to eliminate salary gap.

### **EXPLANATORY MEASURE**

Rate of growth of state appropriation and external funding designated toward eliminating the salary disparity.

Percent of annual university budget reallocated to accomplish objective.

### **NOTE:**

Each goal can have multiple objectives; each objective can have numerous strategies; etc. Every goal must have at least one objective, one strategy, one outcome measure, one output measure, and one efficiency measure. Explanatory measures are optional. Outcome, output, and efficiency measures are the means by which we assess how well the strategy(ies) have accomplished the intended objective. The combined achievement of the objectives assesses the success of the goal.