Drexel University
Strategic Planning Retreat
June 2-3, 2011
Envisioning the Future of Drexel: The Strategy Café

Goal of Strategy Café – To generate Drexel’s impact vision, identify strategies, and prioritize goals.

Conversation 1 – What is your vision for Drexel’s impact over the next five years?
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**Impact** - experiential learning, academic rigor, technology

**Focus** - on goal oriented, evidence based, decision making

**Foster** – agility, progress

**Dismantle** - silos and barriers
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Conversation 1 – What is your vision for Drexel’s impact over the next five years?

Create – new kind of undergraduate scholar who demonstrates experiential learning, international experience, research.

Create – new faculty model that matches Drexel’s goals, where service “counts”
Conversation 2 – What strategic initiatives should Drexel develop over the next five years to advance our shared vision?

Develop - international co-op as differentiator
Combine - research with hands on
Foster - trans-disciplinary core competencies
Focus – on civic and global engagement
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Conversation 2 – What strategic initiatives should Drexel develop over the next five years to advance our shared vision?
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Forge – relationships with industry, esp. pharmaceutical

Hire – strategically, across disciplines

Broaden – curriculum across colleges

Expand – for-profit resources

Acquire or Develop – high school, pharmacy school, nurse’s hospital?
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Take – corporate experience to the classroom
Re-imagine – how to use what students learn in co-op
Mobilize – to create centers, faculty rewards, new departments

Fix - student services issues including billing, financial aid, graduation rates
Offer – better food options
Fund - scholarships
Improve – experiential learning, recruitment, partnerships
Define – “quality education”
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Recognize priorities –

• Academic Excellence
• Community Service
• Reputation Building
• Loyalty Building
Conversation 3 – What criteria should we use to prioritize the strategic initiatives we identified in conversation #2? How should we measure our success at achieving them?
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- **Focus** – on building core strengths
- **Capitalize** – on opportunities, both growth from inside and outside
- **Improve** – reputation and brand alignment
- **Strengthen** – infrastructure first
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Conversation 3 – What criteria should we use to prioritize the strategic initiatives we identified in conversation #2? How should we measure our success at achieving them?

Assess – impact of expansion on students, community
Measure – new research $ and impact
Focus – on student learning priorities
Map – learning outcomes across colleges
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1. Balance of providing all the key skills our students need (thinking critically, experiential, entrepreneurial, etc.) and investing in places we want to be and not over in areas where we don't want to be (or can't be/growth)

2. Notions that shape our future Drexel (a) as part of a guest to become Smart (K-8-9-12) as part of a University/Research (b) as part of a University/Research, our local community needs to improve research in our emotional, physical, etc. Help them become globally, regionally, etc. Emerge as student, kindness, etc.

3. Integrated approach...
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**Invest** – in core competencies

**Think** - systems, not stove-pipes

**Transform** - students and faculty through engagement

**Learn** - intentionally
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**Build** – partnerships with tiered approach from local to regional to global

**Address** – global issues through partnerships

**Focus** – partnerships on research, experiential learning, community
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Lead – students to deep learning outcomes, not just grades and graduation

Foster – reflective thought, not just mastery of content