



DREXEL
2030

*DESIGNING
THE FUTURE*

STRATEGIC PLANNING PROCESS



STRATEGIC PLANNING

2018 - 2019

Oct 2019

Jan - May 2020

June - Oct 2020

Pre-Planning Phase

Executive Planning Committee (EPC)

Gathering Feedback to Inform Strategic Plan Development

Strategic Plan Refinement

Committees included:

- Academic Resource Planning
- Institutional Effectiveness
- Retention
- Thinking Forward

EPC formed; tasked to develop strategic plan

- Meetings with colleges/schools and key stakeholders
- Faculty/professional staff survey launched
- Initial announcement of University's mission, vision and goals
- Analysis of faculty/professional staff survey results

- Town hall on anti-racism and formation of the Anti-racism Task Force (ARTF)
- Adjustment of strategic plan to incorporate and reflect lessons learned from ongoing COVID-19 pandemic and ARTF efforts
- Drexel Forward Initiative: explore opportunities for increased revenue and improved efficiencies



PLAN IMPLEMENTATION

Dec 2020

Jan 2021

April 2021

May 2021

Strategic Plan Approved

CORE Team Formed & Develops Plans

Initiative Teams Formed

Inputs to Teams' Charge & Goals

- *Drexel 2030: Designing the Future Strategic Plan* approved by the Board of Trustees
- Chief Strategy Officer appointed

The CORE team, consisting of faculty, professional staff and administrators, developed to ensure integration and consistency across initiatives, define priority areas and imperative teams, ensure teams have data to make informed decisions and drive key strategic decisions by moving recommendations upward from teams to University leaders.

Formation of twelve Initiative Teams continues, three teams (UG Online, CELL and Partnership begin work), Enrollment Integration Center (EIC) implementation begins (McKinsey & Company Consulting).

Inputs from the work of the EPC, Drexel Forward, Anti-Racism Taskforce, Institutional Effectiveness committee, and other projects to develop the charge and goals of initiative teams.

June - July 2021	Aug - Dec 2021	Jan - Feb 2022	March - May 2022
<p>Community Town Hall</p>	<p>Initiative Team Kickoff Meetings & Retreats</p>	<p>Launch of Communication Strategy</p>	<p>Community Engagement Events</p>
<p>Strategic Plan Implementation Town Hall Kick-off; team formation continues and work begins.</p>	<ul style="list-style-type: none"> • Focus Areas Collaborative Council Retreat #1 • ARTF final recommendations are published • Focus Areas Collaborative Council Retreat #2 • Imperative Integration Council Retreat #1 	<ul style="list-style-type: none"> • Focus Areas Collaborative Council Retreat #3 • Launch of internal implementation newsletter, The 2030 Report • Podcast episode discussing Drexel’s anti-racism efforts and strategic plan 	<ul style="list-style-type: none"> • Continuing Education & Lifelong Learning Initiative Team Roundtable • Launch of Provost’s Office “Areas of Excellence and Opportunity (AEO)” initiative • Retention & Student Success Initiative Team Roundtable • Focus Areas Collaborative Council Retreat #4 • Spring Virtual Community Update • Program & Curricular Innovation Initiative Team Roundtable • Imperative Integration Council Retreat #2

June - Aug 2022	Sept - Dec 2022	Jan - Mar 2023	April - June 2023
<p>Metrics Development</p>	<p>Launch of Drexel 2030 Annual Report & Strategic Funding Process</p>	<p>Launch of Drexel 2030 Engagement Series</p>	<p>A Focus on Partnerships</p>
<ul style="list-style-type: none"> • Undergraduate Online Initiative Team Roundtable • Metrics Dashboard meetings • Drexel 2030 Retreat on Retention 	<ul style="list-style-type: none"> • Launch of Drexel 2030 Annual Report • Housing & Auxiliary Initiative Team Roundtable • Launch of Strategic Initiative Funding Process • Formation of University Advisory Committee (UAC) on Academic Structure 	<ul style="list-style-type: none"> • Focus Areas Collaborative Council Retreat #5 • Drexel 2030 Virtual Community Update: Rising to Meet Opportunities and Challenges • Podcast Episode: A Legacy to Share at Drexel University • Drexel 2030 Engagement Series Workshop #1: Retention • Launch of Academic Resource Center (ARC) 	<ul style="list-style-type: none"> • Formation of First Strategic Initiative Panel • Review of First Strategic Initiative Proposal • Development of Drexel 2030 Imperative Goals & Metrics • Signing of Merger with Salus University • Drexel University and Peirce College Collaboration on Academic Programs

- Announcement of Strategic Initiative Proposal Funding Award
- Drexel 2030 In-Person All Implementation Retreat
- Podcast Episode: Drexel's Areas of Excellence and Opportunity
- Launch of Drexel 2030 Strategic Plan Redesigned Website