

# Strategic Planning Policy

5/27/2010



## I. Background and Introduction

Strategic Planning is a key process at Dalton State College which acts to guide and nurture institutional growth. The process incorporates both planning—the development of strategic goals—and assessment—the appraisal of how well the College meets those goals. In this way, Dalton State embeds strategic planning and institutional effectiveness into a single system of operation. Every three years, the College produces a Strategic Plan which outlines the next three years' strategic goals. These overarching goals provide guidance for the College as it invests in growth and continuous improvement. The College then documents the Strategic Plan's success through annual strategic plan progress reports produced as part of the Annual Reports required of all departments. The College's Strategic Plans are all available online [on the Dalton State College Website](#). The most recent plan is *Strategic Plan 2009-2012*.

## II. Development of Goals and Action Plans

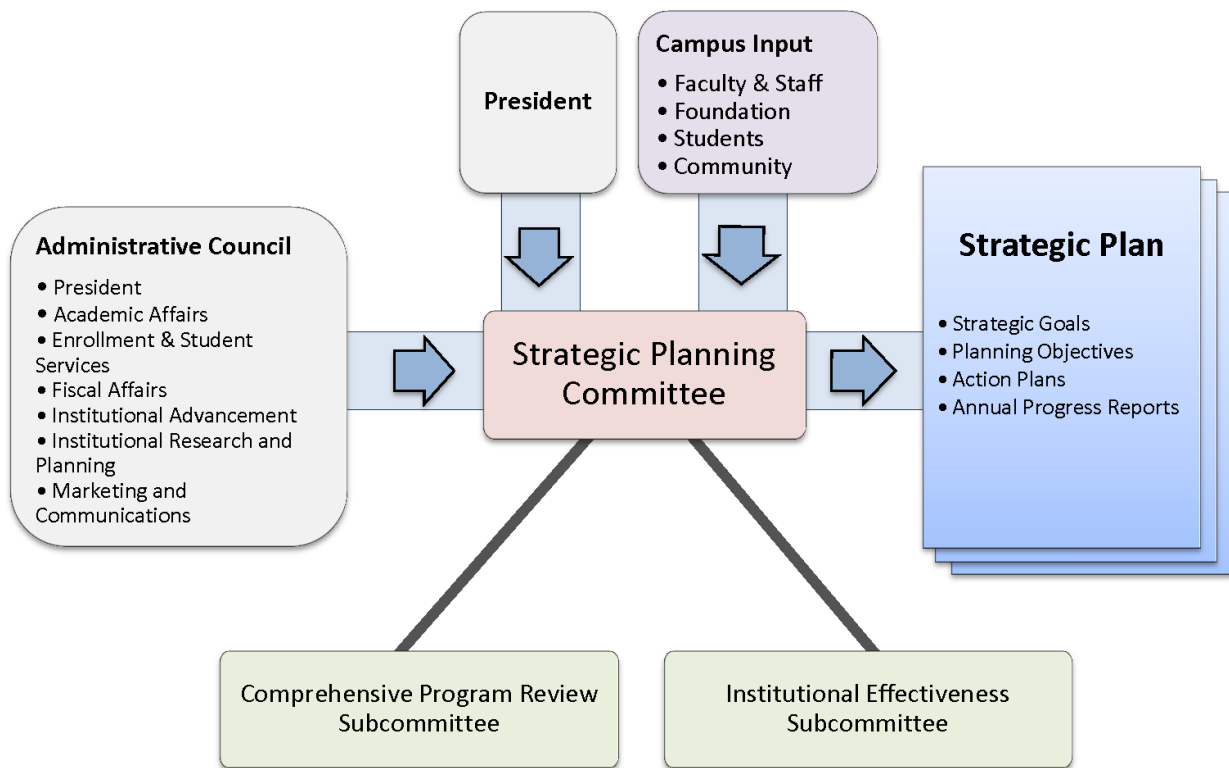
- A. Every three years, the President of the College initiates the strategic planning process by appointing a Strategic Planning Committee. The Committee, a collective comprised of a broad spectrum of the campus community, including administrators, faculty, staff, students, DSC Foundation members, accepts input from the administration and campus at large. Three subcommittees (the Budget and Planning Subcommittee, the Comprehensive Program Review Subcommittee, and the Institutional Effectiveness Subcommittee) are also formed to devise goals for specialized aspects of the College.
- B. The Strategic Plan is created with seven planning support documents in mind—*The University System of Georgia Board of Regents' Strategic Plan*, Environmental Scan Reports, the Dalton State College Statement of Purpose, Planning Assumptions and Priorities, Key Performance Indicators, the Physical Master Plan, and the DSC Foundation Strategic Plan. Previous strategic goals are also reviewed and may be carried over for the next three-year Plan.
- C. The Strategic Planning Committee approves a list of Core Purposes, Strategic Initiatives, and Goals, which are presented to the full faculty for College-wide approval.
- D. The Committee decides annually which goals will be included in the next year's Implementation Plan.
- E. Annual progress reports from every department document the success of every departmental goal and allow for annual assessment of the Strategic Plan. Goals and Action Plans are reviewed annually and may be modified to meet the College's current needs.

### III. Key Components of Strategic Plan

The Strategic Plan includes:

- A. The Dalton State College Statement of Mission and Purpose;
- B. An Environmental Scan / SWOT Analysis, which documents trends and issues that will affect College operations;
- C. The Physical Master Plan;
- D. The Dalton State College Foundation Strategic Plan;
- E. An outline of the Strategic Planning Process and its linkage with the budget and institutional effectiveness;
- F. Strategic initiatives and goals; and
- G. Annual School and departmental implementation plans.

### IV. Strategic Planning Process Flow Chart



#### Documentation

- A. *Planning, Assessment, and Research at Dalton College, 1993.*

- B. [1997-2000 Strategic Plan.](#)
- C. [2000-2003 Strategic Plan.](#)
- D. [2003-2006 Strategic Plan.](#)
- E. [2006-2010 Strategic Plan.](#)
- F. [2009-2012 Strategic Plan: Seeking Excellence in Challenging Times.](#)
- G. [Annual Strategic Plan Progress Reports](#)
- H. Strategic Planning Flow Chart