PRESENTATION FOR
UNIVERSITY OF THE
DISTRICT OF COLUMBIA

RFP#: 000022022 | Strategic Planning Services
May 5, 2022
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WHO WE ARE

We are a Washington DC-based strategic planning, communications, and stakeholder engagement firm with additional offices in Phoenix, St. Louis, New York, Austin, and Manchester, UK. We are proudly a certified business enterprise (CBE).

OUR MISSION

By understanding and respecting the communities in which we operate, we use high-touch and high-tech approaches to help our clients translate challenges into opportunities for hyperlocal success.
HERE’S WHAT WE DO

• Strategic Planning
• Stakeholder Engagement
• Strategic Visioning
• Organizational Assessment & Development
• Change Management (strength-based approach)
• Strategic Communications
• Digital Strategies
• Diversity, Equity, Inclusion, and Belonging
• Town/Gown Engagement
• Board Development
• For Public, Private & Non-Profit Client Partners
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UDC OVER THE YEARS

UDC to Conduct Research on Simulation-Based Education for Nursing Students

UDC extends enrollment incentives into fall 2021 semester

UDC to Rename Sports Complex After the ‘Grandfather of Black Basketball’

The University of the District of Columbia lands a record $2.3 million gift

Higher Education

Black university leaders say boys of color face opportunity ‘crisis’

Leaders at four Washington-area campuses discussed opportunity gaps among boys of color and offered solutions
STRATEGIC PLANNING @ UDC


Equity Imperative (2019-2022)

The Next Plan (2022 and beyond)
Goal One: Establish in the District of Columbia a Public Higher Education Model of Urban Student Success

Goal Two: Increase the Numbers of UDC Degrees and Workforce Credentials Awarded

Goal Three: Graduate Transformative Urban Leaders Who are Lifelong Learners
THE NEED

- Guide and execute a strategic visioning and comprehensive planning process.
- Builds upon the momentum of The Equity Imperative (2018-2022).
- Collaborative and holistic approach to work with all University communities and stakeholders.
- Develop strategic direction and goals.
- Advice and counsel on implementation best practices.
- Advance UDC’s vision, mission, and core values across all areas of the institution.
We need a structured approach that has the flexibility to respond to the moment and is adaptable for the future.

- Decision-Making Framework
- Strategic Lenses
- Key Learnings Report
- Strategic Roadmap
- Ongoing Evaluation
- Knowledge Transfer
- Empowering Organizations
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We approach strategic planning with an eye toward building upon strengths.

Our goal is to set you up for even greater success.

Appreciative Inquiry

1. What do you like?
2. What questions do you have?
3. What recommendations do you have?
This does not in any way avoid the difficult discussions and findings. Rather, we tap into the goodwill and honesty that comes from asset-based interrogations of what needs to happen over the short-, medium-, and long-term.

A process that all can feel good about is a tremendously powerful “starting point” for the work that follows our time together.
ENGAGEMENT CONTINUUM

- Awareness
- Understanding
- Interest
- Trial
- Buy-in
- Advocacy
AMBASSADORS
FEEDBACK LOOP

1. Engage
2. Communicate
3. Analyze
4. Listen
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# TIMELINE

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<th>Phase One</th>
<th>DISCOVERY</th>
<th>MAY - JUNE</th>
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| APPROACH | • Learn  
• Listen  
• Analyze  
• Identify Goals |
| ACTION | • Project Kickoff  
• Deliver Kickoff Report and Engagement Timeline  
• Identify and Schedule Stakeholder Conversations  
• Existing Meetings |

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<th>Phase Two</th>
<th>RESEARCH &amp; VALIDATION</th>
<th>JUNE - JULY</th>
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| APPROACH | • Stakeholders  
• Messaging  
• Partner Outreach |
| ACTION | • Review Current Data and Resources  
• Conduct Stakeholder Conversations  
• Design and Distribute Survey – Leave open through the start of the Fall semester |

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<th>Phase Three</th>
<th>PLANNING &amp; DESIGN</th>
<th>JULY - AUGUST</th>
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| APPROACH | • Design Thinking  
• Stakeholder Engagement  
• Strategy |
| ACTION | • Analyze Survey Results  
• Community-wide Forums as Part of Back-to-School Activities  
• Roadshow Meetings with Stakeholder Groups  
• Draft Strategic Plan and Solicit Public Comment |

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<th>Phase Four</th>
<th>RECOMMENDATIONS &amp; FRAMEWORK</th>
<th>AUGUST - SEPTEMBER</th>
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| APPROACH | • Metrics  
• Evaluation  
• Evolution |
| ACTION | • Finalize Strategic Plan  
• Provide Decision-Making Framework & Key Learnings  
• Report Out to Stakeholders |
IN CONCLUSION
**Process Matters**

We must execute the process correctly in order for the plan to be effective.

*The process should be collaborative and integrated,* and if the process does not build trust, we have missed an opportunity.
PLAN TO IMPLEMENT

ACCOUNTABILITY

- Engagement
- Openness
- Awareness
- Acceptance
Together we will continue to:

- **Bolster** public confidence and trust
- **Strengthen** financial stability
- **Capitalize** on operational growth
- **Inspire** future investment
- **Cultivate** long-lasting partnerships
- **Celebrate** UDC’s distinct and unique status
- **Create** a collaborative and thriving UDC community for all stakeholders
WE WANT TO BE YOUR PARTNER
# Overview of LINK Strategic Partners

# The Task at Hand

# Our Approach

# Phased Timeline

# Q&A