

**University of the District of Columbia  
Strategic Planning Working Group  
July 13, 2022  
1:00 pm -2:30 pm  
Notes**

## **1. Welcome and Framing**

The meeting was opened by Michael Akin, President of LINK Strategic Partners, who provided an overview of the Strategic Working Group Functions, whose role is to:

- Provide input for a comprehensive list of target audiences and identify select communications channels and strategies for engaging audiences, both internal and external to UDC.
- Make recommendations to LINK on strategic engagement opportunities.
- Review updates on the progress of the Strategic Plan formation, as it relates to the approach to and findings from engagement activities to ensure appropriate representation of findings.
- Monitor Key Learnings. Throughout the strategic planning process, LINK will track and document lessons learned to ensure they become part of UDC's institutional knowledge going forward.
- Contribute to and help monitor UDC's current Equity Imperative implementation goals and identify and measure the success of engagement efforts, including assessing the reach, frequency, and impact of our work.

Mr. Akin confirmed that the Strategic Planning Working Group is now included in regularly planned meetings, to include monthly meetings with the Strategic Planning Advisory Committee. This will complement the scheduled program of engagement touch points to take place July through September.

The Strategic Plan, which will be informed through ongoing engagement, will be developed in a four-phase process that aligns with the following project phases.

Stage 1: Discovery  
Stage 2: Research and Validation  
Stage 3: Planning and Design

Information as it relates to the Strategic Planning process can be located [click here](#).

Dr Monique Guillory, Chief of Staff/ Senior Vice President, Office of the President, referred to the earlier communication that had been circulated by President Mason to mark the official launch of the strategic planning process on 7/13/22: [here](#). The focus of this effort is on inclusivity and transparency, and the group was thanked for their commitment and openness as part of this process.

## **2. Your Success Metrics**

Participants were asked two specific questions related to the success of this engagement.

**In your role, what does the strategic planning *process* look like to you?**

- Broad stakeholder engagement and expansive feedback, reflective of multi-level voices both operational and strategic.
- Equity in the entire process; understanding internal and external partners and what they want from UDC.
- Understand what motivates alumni and partners to return and give back to UDC and the wider community.
- Full inclusion and involvement of faculty and staff in the process to ensure a unified and cohesive process.
- Bringing together all views, perspectives, and ideas to prioritize goals and identify ‘pipeline’ areas of activity for UDC.
- An opportunity to educate UDC on the areas in which we’re working; build into this process the methods to inform people of special projects and research.
- Creating opportunities to provide a holistic understanding of UDC and all it offers.
- To robustly identify divergence and create decision making criteria.

**In your role, what does a successful strategic *plan* look like?**

- Resource allocation is made a ‘front-and-center’ priority.
- There is greater inclusion for the alumni community, and associated networks and partnerships.
- The plan is regularly reviewed and understood throughout UDC and gets monitored on a continual basis to guide the institution in its mission and accomplishment of core goals.
- Provides a clear vision and purpose for the future with identifiable metrics and steps to achieve this.

- The plan enables UDC to explore student retention rates and reasoning around patterns and trends.
- Clearly established goals and objectives are set across unit types and departments, and it establishes a cross cutting core relationship with the overarching Strategic Plan.
- There is a focus on interconnectivity and relationship building throughout UDC which spans boundaries across departments and levels.
- Establishes clarity around metrics and demographics.
- Ensures strategic priorities are clear and understandable.
- Measures staff recruitment and staff retention and identifies trends and root causes.
- Is mission-focused and student-focused; is a living document.
- Emphasizes a greater importance on successful partnerships.
- Sets and follows goals aligned with Recruitment and Admissions, as they relate to regional, national, and historical trends and benchmarks.
- Is inclusive in its creation so that faculty, staff, and students take ownership to drive forward to achieve goals.
- Pursues and manages partnerships with DCPS and charter schools; helping students finance their education using formal financing programs for when federal monies expire.

### **3. Stakeholder Feedback**

Sherryl Newman, Project Director, provided an outline of the approach for stakeholder engagement, advising that in addition to the two groups (Strategic Planning Working Group and the Strategic Planning Advisory Committee), there would be a program of in person and virtual engagement. This would include (and is not limited to) focus groups, interviews, office hours and on campus events, as well as the survey that will run concurrently with these touch points.

Engagement will be conducted with a broad range of stakeholders including but not limited to: students, staff, faculty, board members, alumni. In addition, specific groups comprised of policymakers and public officials, civic and philanthropic leaders, community and business leaders, will be engaged. The feedback will be integrated into the strategic plan to shape and inform priorities and goals.

A detailed program of stakeholder engagement will be available on the UDC Strategic Planning portal. The timeline for engagement will begin in late July with on campus in person events starting in August with the start of the Fall Semester.

#### 4. Survey Creation

Poppy Humphrey, Project Manager, provided an overview of the approach to the survey which would be deployed at the end of July, running through September.

Ms. Humphrey outlined that the objective for the survey will be to capture a broad base of feedback. This will enable every member of the UDC community the opportunity to provide input, thereby shaping the future direction of strategic planning for UDC. LINK is designing a robust survey that will be located on the UDC Strategic Planning website. It is crucial that this reaches as many stakeholders as possible to capture diverse viewpoints and to enable the UDC community to contribute to the process.

It was confirmed that the survey would be shared with the group, and this would be 'live' at the end of July.

#### 5. Next steps

Dr. Guillory once again thanked the group for their contributions, stressing that contributions were not limited to the meetings. Rather, there is the expectation that the group will undertake specific assignments to further support the strategic planning process.

The Working Group were encouraged to review the UDC Strategic Planning Web Page: <https://www.udc.edu/strategic-plan/> and review *The Equity Imperative* with specific consideration given to requirements in the new strategic plan.

The group were encouraged to make direct contact with LINK to provide both qualitative and quantitative data to aid the aforementioned Stages 1 and 2 of the process (Discovery, Research, and Validation) of the process.

*Post meeting note:* All members of the LINK Strategic Partners Project team can be contacted via [udc@linksp.com](mailto:udc@linksp.com)

The group will reconvene on 8/3/22.