

As ASU's new Vice-President for Strategy, Planning, and Policy, I am looking forward to working with you all, as members of a community of educators, in developing a strategic planning process that provides a framework for positive change, future growth, and data-informed resource allocation.

However, integral to the success of any strategic planning process is communication-- assuring that information is disseminated widely, on a regular basis, and through multiple modes of communication. In an effort to achieve this goal, this email is the first of several forthcoming items of correspondence regarding ASU's strategic planning initiative.

First, some background information is in order.

- During the 2007-2008 academic year, President Rallo established a cohort of ad hoc committees to focus on strategic planning. Termed "planning pods," these committees were charged with developing strategic directions within specific areas. In addition, the drafting of a new mission statement, vision statement, and roster of core values was charged to a separate committee.
- On April 2, the "Vision 2012" planning presentations provided an outline of the goals and objectives of specific institutional entities: Finance and Administration; Academic and Student Affairs; Diversity and Multiculturalism; Marketing, Communication, and Publications; and Development (to read Dr. Rallo's June update and to view the presentations, please click on this link: [http://www.angelo.edu/president\\_welcome/CampusLetterJune08.html](http://www.angelo.edu/president_welcome/CampusLetterJune08.html) ). Additionally, draft versions of a new Mission, Vision, and Value Statements were unveiled (please follow this link-- <http://www.angelo.edu/services/strategy/mvs.html> -- to review the drafts).
- This fall, we will engage in a dialogue of fundamental importance to both the history and the future of ASU when, as a community, we discuss the drafts of the mission statement, vision statement, and values statement presented in April. Our mission statement will define what we are as well as establishing, in tandem with our vision and value statements, a clear direction regarding the type of educational institution we desire to be in the 21st century.

***Your input is crucial during our discussions this fall,*** because ultimately we will be responsible for delivering the environment for learning with its attendant curricular and co-curricular programs that we outline in our mission. In addition, we must be able to constantly evaluate our efforts, measure our success, and celebrate our achievements.

During the coming year, several steps will be taken in order to generate a campus-endorsed mission/vision/values and a campus-wide strategic plan,

---Campus-wide discussions on the drafts will provide everyone an opportunity to offer input (September 10-November 10--full information to follow);

---The Texas Tech University System Board of Regents will review our final, campus-approved mission, vision, and values statements (December 2008);

---A campus-wide committee will be established to create a campus-wide strategic plan built on Master Goals and measured by key performance indicators (January-May 2009).

---A progress report outlining our success in achieving the goals established at the April 2 presentations will be distributed in April 2009 (*please see attached document for overview of priorities for 2008-2009*).

Ideally, we will announce our "Vision 2012" Strategic Plan in May of 2009. Then, in the summer and early fall, we will begin the work of aligning existing plans with "Vision 2012" and developing plans in other areas.

Several other components of the University's environment--both external and internal--will contribute to and influence our strategic planning process:

- the institutional effectiveness initiative,
- zero-based budgeting,
- an ongoing process of improvement through institutional accreditation (SACS),
- programs of the Texas Higher Education Coordinating Board (e.g., "Closing the Gap"),
- other accreditation efforts (e.g., the School of Business and the School of Education), and
- membership in the Texas Tech University System.

In future emails, I will elaborate on these more specifically, because I hope to help everyone understand how each of these factors--as well as many others--figure into and are important parts of an integrated strategic planning process.

A prominent component of communications efforts will be the Strategy, Planning, and Policy website: <http://www.angelo.edu/services/strategy/> This site will provide up-to-date information on all strategic planning efforts. While the site is currently being expanded, I invite you to visit it to learn more about the "bull's eye" approach to planning [http://www.angelo.edu/services/strategy/bulls\\_eye.html](http://www.angelo.edu/services/strategy/bulls_eye.html) .

Ultimately, though, the best communication is one-on-one, face-to-face. You are welcome to contact me at any time to discuss strategic planning or any related

concerns. I am also happy to attend any department or program meeting to talk about strategic planning as it relates to your specific issues and questions.

Thank you for the warm welcome my family and I have received as new members of the ASU community.

*Jim Limbaugh*