

CHEL 102 – Strategic Planning

Mission: The Center for Higher Education Leadership (CHEL) was formed to provide academic leaders with information and a supportive community for improving management and leadership skills in an environment of changing demographics, financial challenges, and advances in educational technology.

Description

Strategic planning is the process of setting goals, deciding on actions to achieve those goals and mobilizing the resources needed to take those actions. A strategic plan describes how goals will be achieved through the use of available resources.

In this course we examine the rationale for strategic planning and the components that help leaders create realistic and achievable plans. Course topics will include, but not limited to: mission statements, core values, and analysis.

Expectations

Course Expectations, Attendance and Participation: Participants are expected to attend and participate in each component of the course during the 5-week period. While there is recognition that all of your schedules are extremely busy, attendance and engagement throughout the course is required to gain the full benefits of the experience. All participants are expected to agree to and uphold the Center for Higher Education Leadership's **code of conduct** in interacting with our trainings.

Course Structure and Assessment

Each week, participants will be expected to complete three elements of the course, including a) review of literature/video relevant to weekly topic, b) engagement in asynchronous discussion questions, and c) a live/synchronous discussion with the course facilitator. With each element of the course, participants will be held accountable to actively reflect and apply how the material covered can impact their work within their institutions.

Course Completion

In receiving an official certification from The Center for Higher Education and Leadership detailing the completion of any course, you must attend and participate in all elements of the course as described in the course expectations section of the syllabus, as well as detailed in the course within the online learning management system.

Course Modules

Lesson 1: Getting Started - Strategy, Prioritizing and the Mission Statement

Lesson 2: Developing a Vision and Core Values

Lesson 3: SWOT Analysis

Lesson 4: Objectives, strategies, and operational tactics
